

Southern **BUILDING SUPPLIES**

AUGUST, 1951

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 14 SOUTHERN AND SOUTHWESTERN STATES



**FACTORY DISPLAYS STAR
IN NEW GEORGIA STORE**

← page 28

**Permanent Displays Help
Sell More Plywood**

page 36

**YARD-BUILT LIVESTOCK UNITS
PROVE HIGHLY PROFITABLE**

page 31



**Retirement Insurance Plan Works
for 4-Yard Dealer in Oklahoma**

page 27



BEGINNING: Meet Dixie's Leading Factory Representatives

CONTENTS, PAGE 23

10,700 COPIES THIS ISSUE

Behind the screens ..MIAMI AWNING WINDOW

BEHIND THE SCREENS

of some of the Nation's
finest Installations, is the
all-aluminum Miami
Awning Window... Accepted
and Specified by Architects,
Builders and Home Owners
the country over.

- **PATENTED**, concealed cross-shaft
joins panels into a smooth-working unit
by equalizing weight on vent pivots.
- **NO WEATHERSTRIPPING NEEDED**
... Flanged vents seal shut through
double metal contact.
- **EXTRUDED ELASTOMERIC VINYL Weather-**
stripping, if desired.

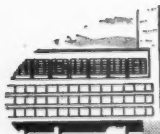
For Homes, Apartments, Hotels, Churches,
Schools and Public Buildings.

For further information see Sweet's Arch. File ^{17A}_{MI}

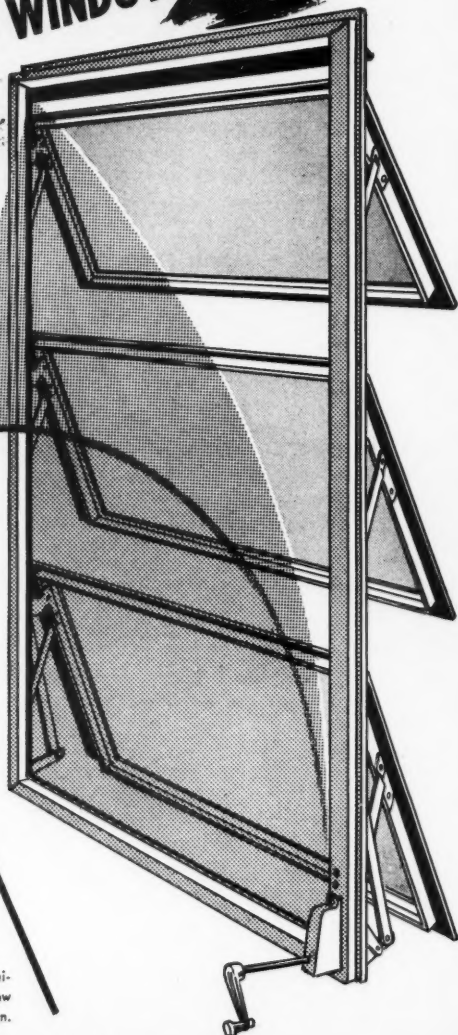
or Write **Miami Window Corp., Dept. SB,**
P. O. 356, Miami 42, Fla.

Ask about the new alumi-
num picture window—a new
concept in window design.

air infiltration tests passed at Pittsburgh Testing Labs.



UNIV. OF MIAMI
ADMINISTRATION
BLDG.



Miami Awning Window

TWO BUILDING DEVELOPMENTS

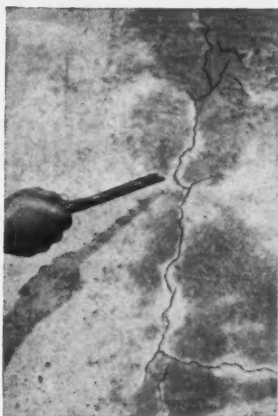
TWO DIFFERENT TYPES OF SLABS ON GRADE

Two very different results!

• This happened! On two adjacent real estate developments, concrete slabs were being poured in very hot weather. The two photos at the right tell the story of Development A. The photo below tells the story of Development B.

Six-man crews were used in both cases. On Development A the crew poured two slabs in a full working day. On Development B—four slabs in half a day. But that's not the whole story!

On Development B—where Nova-I.P.C. methods were used



—the concrete developed no cracks or crazing such as in Development A. And when it rained the next day, the water stayed on top of the slabs.

It costs less to use Nova-I.P.C. methods—than not to use them. There is only one water rise—which eliminates over-time. You use only bank-run sand and gravel under the slab—no membrane or washed gravel. And no paper covering for final curing! There will be no musty smell in any room or closet—the flooring and floor coverings will not rot out.

For slabs or dams, for cellars or pools, for any porous masonry surface—wherever you want to keep water in or out—there are fully tested Nova-I.P.C. products and methods available.

We have the products, the know-how and the current case histories that will convince you. To get the full story, mail the coupon today!

NOVA SALES Co. TRENTON 3, N. J.

A wholly owned subsidiary of the Homasote Company, manufacturers of the oldest and strongest insulating-building board, Wood-textured and Striated panels.

Another group of NOVASCO PRODUCTS



NOVA SALES CO., Trenton 3, N. J.

Dept. 28

Send full details on NOVA-I.P.C. Method of protecting buildings from the weather.

NAME.....

ADDRESS.....

CITY & ZONE.....STATE.....

My lumber dealer is.....



"Forget about shrinkage..."

"I've been using Marquette Masonry Cement for many years now. I've given it the toughest test possible—the test of on-the-job performance—and in all that experience with Marquette Masonry I've never been troubled with shrinking mortar.

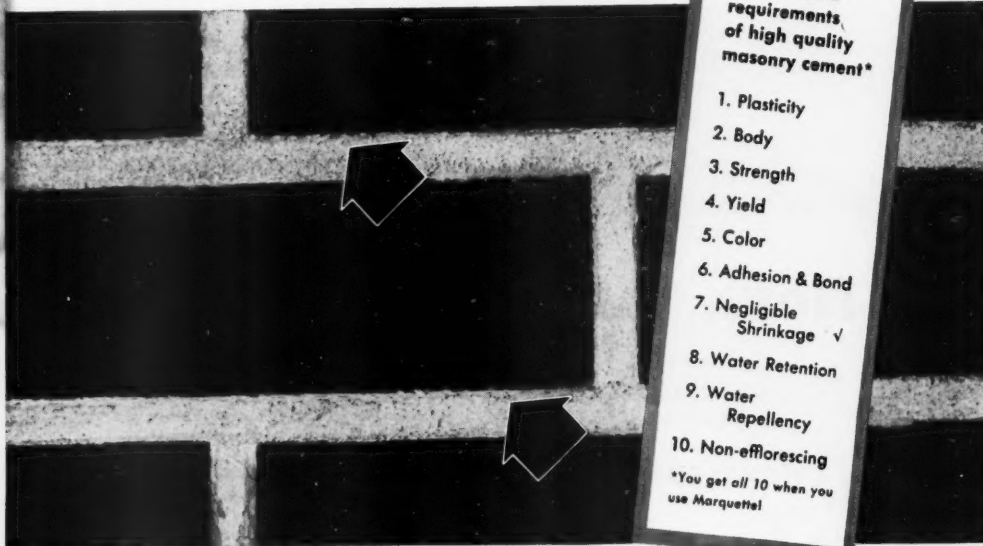
"See this photo? The brick wall was built with mortar made of Marquette Masonry Cement. Notice that there aren't any hairline

cracks through the mortar or on the under side of the bricks. Those joints are strong and water-tight—and they'll stay that way.

"I've said many times that Marquette Masonry Cement is *better* cement. You'll know it's true when you see for yourself how it performs on the job."

—George H. Smith, Jr., Illinois Local No. 21, a bricklayer since 1917

MARQUETTE *Masonry* CEMENT



The 10 basic requirements of high quality masonry cement*

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage ✓
8. Water Retention
9. Water Repellency
10. Non-efflorescing

*You get all 10 when you use Marquette!



Marquette Cement Manufacturing Company

CHICAGO • ST. LOUIS • MEMPHIS • JACKSON, MISS.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Any quantity of Marquette Masonry Cement will be shipped in mixed carloads with other types of Marquette Cement

FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Below

PRINTED HELPS

3. Color Uses. "Styling With Color" contains over 100 color pictures of color schemes for every room in the house. It was written by Collette Whitlock, authority on interior decoration, to help sell paints. The Peaslee - Gaulbert Paint and Varnish Company, Louisville, Ky.

11. Stair, Fan Opening. Sheet lists features and sizes, and tells how to install Huntington "Metal-Fold-Safety-Stair" in 20 minutes. For use as attic fan opening, panel bolts are removed and fan tunnel is built over stair, putting access door at end of tunnel at top of stairs. Huntington Industries, Inc., P. O. Box 3176, Memphis, Tenn.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, Louisiana.

17. Folding Stairway. Attractive new folder tells how simple the Precision folding attic stairway is to operate, and how it fits any ceiling. Advantages, construction features, and specifications are given. The Precision Parts Corporation, Nashville 7, Tenn.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephyr Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

27. Roofing. "Putting Nature's Colors to Work" is a four-color book on the importance of roofing colors in exterior decoration. Color schemes are suggested. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

29. Awning Windows. Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door Company, Fort Lauderdale, Florida.

31. Asbestos Shingles. Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

35. Gliding Door Units. An illustrated folder shows how Huttig's gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stair-

way. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

39. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

41. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wall-board cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

43. Applications of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

45. Fawcsc Home Beautifiers. Catalog shows aluminum awnings, door and window canopies, shutters, flower boxes, iron railing, and other low cost home accessories. Free mats, consumer literature, and posters for dealers. Fawcsc Manufacturing Division, Falls Stamping and Welding Company, 1701 Front Street, Cuyahoga Falls, Ohio.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the August, 1951, issue of S'B'S with these key numbers: _____

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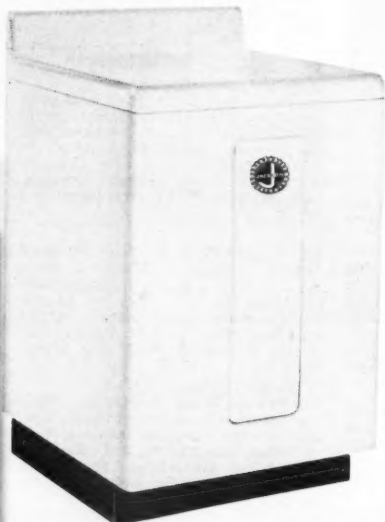
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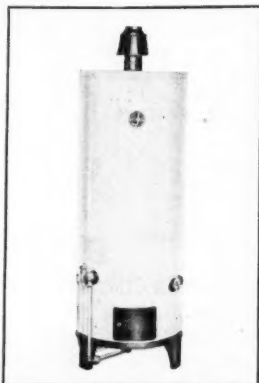
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9 GREAT TABLE-TOP SERIES. beautifully finished in gleaming white with heavy gauge galvanized tanks protected by 2 inches of insulation—30 and 40 gallon capacities. 230/240 Volts A. C. only.



AUTOMATIC ELECTRIC ROUND WATER HEATERS in 6 sizes from 10 to 80 gallon capacities. Fully insulated, with white enamel jackets. 230/240 Volts A. C. only.



AUTOMATIC GAS WATER HEATERS in 20 and 30 gallon capacities both protected by automatic safety features and enclosed in beautiful white jackets. Fully insulated with high burner efficiency.

Take your pick or take all of them—each of the water heaters shown here is a leader in its field and a sure-fire profit item.

The Jackson line offers you a wealth of sales features that mean business for you because home owners like the safety, efficiency, and durability built into these handsome water heaters. Whether it is a round model or counter style, each heater offers advantages to home planners that make them ready sellers.

Get full information NOW
Phone, wire or write for
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375 Whitehall St., S.W.
ATLANTA, GEORGIA
Telephone WALnut-6248

2506 Lucena Street
CHARLOTTE, N. C.
Telephone 5-8258

57. Ventilating Fans. Two new pamphlets describe the variety of uses, design, installation, and accessories of Reed window and attic fans. Price list available. Reed Unit Fans, Inc., 1001 St. Charles Avenue, New Orleans 8, La.

58. Pressure-Treated Lumber. New illustrated folder describes problems of rot and termite damage in residential construction. It tells how lumber is "Wolmanized" through pressure treatment, and how this method protects homes. The American Lumber and Treating Company, 332 S. Michigan Avenue, Chicago 4, Ill.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, P. O. Box 356, Miami 42, Fla.

65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.

71. Bag Truck. A new catalog sheet explains how quantities of cement, plaster, lime, other masonry materials, and shingles are handled on pallets of the Anco bag truck. Ways to cut handling costs are given. The Anthony Truck Company, P. O. Box 375, Paducah, Ky.

73. Kitchen Ventilation. Advantages of Trade-Wind Clipper ceiling blowers are explained in new literature. Data are given on the new model for installation within a cabinet over the kitchen stove. Uses in kitchens, bathrooms, dens, laundries, and commercial establishments are shown. Trade-Wind Motors, Inc., 5703 South Main Street, Los Angeles 37, Calif.

75. Safety Saw. A new catalog sheet presents the special features and specifications of the Model W-65 Stanley safety saw. It pictures this electric saw in action. Available accessories are described. Stanley Electric Tools, New Britain, Conn.

77. Roofing Materials. Two-color folder tells how Sco-Co cottonseed oil gum products are used to waterproof and repair interior brick walls, concrete and gravel roofs, composition and metal roofs. It describes Sco-Co metallic paints, Redycote asbestos fibered roofing, plastiseal asbestos caulking compound, roof plaster, roof coating, lap seal cement, and metal sash putty. The Southport Paint Company, Inc., Savannah, Ga.

79. National Millwork. Double-hung and awning windows, interior and exterior doors, mantels, and woodwork specialties in an attractive new catalog of National Woodworks, Inc. Actual pictures and sketches with model numbers illustrate the booklet. Information is included about the factory. National Woodworks, Inc., 2201 29th Avenue North, Birmingham 7, Ala.

85. Barn Ideas. New illustrated folder suggests Celotex materials to use for building better tobacco-curing barns, storage buildings for sweet po-

tatoes, and other farm applications. Construction drawings show where and how materials are applied. The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

89. Sash Holders. Uses, sizes, and installation instructions for Vikre sash holders are contained in a new folder, suitable for envelope stuffers. The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn.

91. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

93. Disappearing Stairways. A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

95. Paint Thinner. Tandreline—a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

97. Wood Window Promotion. Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.

99. Tile Cutters. Printed folders show J. M. J. Products Tile Cutter which cuts linoleum, plastic tile, asphalt tile, rubber tile, and cork tile. Distributors are listed. One folder is devoted to presentation of J. M. J. Tile Cutter Rental Service that increases tile sales and customer satisfaction. The J. M. J. Products Company, 226 Centerville, Belleville, Illinois.

101. Vermiculite Insulation. A new eight-page illustrated folder on the characteristics of Zonolite vermiculite granular fill insulation, insulating plaster aggregate, insulating concrete and acoustical plastic is available for dealer use. A report on fire tests is included. The Zonolite Company, 135 S. LaSalle Street, Chicago 3, Ill.

103. Metal Tiles. Specifications, application instructions, the many uses of steel and aluminum tiles, and a chart showing the range of 27 colors, are included in a new illustrated brochure. The Vikon Tile Corporation, Washington, N. J.

PRINTED HELPS

(From page 3)

Order this **FREE LITERATURE** by filling in coupon on page 3 of this S'B'S, then mail

105. Tylac Products. "Miracle Walls by TYLAC" is an eight-page illustrated booklet describing Tylac plastic enameled, pre-fabricated wallboards; Tylachrome bathroom accessories; Prestwood and metal moldings. Prices are included. The Tylac Company, Monticello, Ill.

107. Red Cedar Shingles. A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

109. Cedar-Lux. A new product for cedarizing closets is described in an illustrated color folder. CEDAR-LUX is pulverized aromatic cedar wood which is packaged in 5 and 10 lb. cans and 50 lb. drums. The user simply adds water and applies to inside of closets with paint brush or spray. Cedar-Lux Products Co., 703 Main St., Kansas City, Mo.

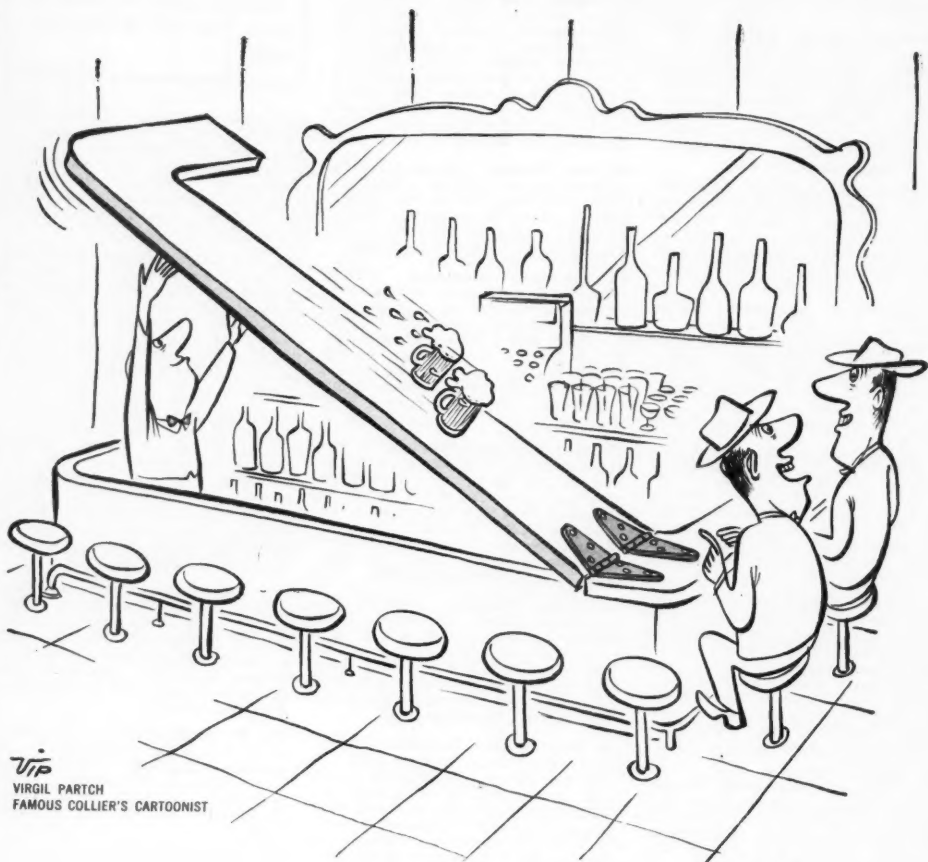
111. Ornamental Ironwork. "Gateway to Lasting Beauty" is a new catalog showing the many patterns of TFC ornamental ironwork. Photographs of installations give ideas for various uses. The Tennessee Fabricating Company, 1490 Grimes Street, Memphis, Tenn.

113. Thresholds. Ten types of aluminum thresholds, available in any quantity. Aluminum weatherstrip to match. Write for descriptive literature and prices. Southern Metal Products Corporation, 921 Rayner St., Memphis.

115. Folding Stairways. A new folder, "More Room for Living," illustrates the many uses for, and the operation of, the EZ-WAY Folding Stairway, giving instructions for the installation, and specifications for size and space requirements. EZ-Way Sales, Inc., Box 300, St. Paul Park, Minn.

117. Handling Hardwood. Two "don't" folders list precautions to be taken in handling hardwood flooring at the job site and in warehouse storage. They tell how to eliminate problems arising from expansion of kiln-dried flooring, caused by moisture absorption. The Maple Flooring Manufacturers Association, Suite 549, Pure Oil Building, Chicago 1, Ill.

119. Hardboard Sales Aid. A new full-color booklet is designed to be used with counter displays and samples as a point-of-sale help to Insulate dealers. It shows versatility of product through color photographs of installations. The Insulate Division, 500 Baker Arcade Building, Minneapolis 2, Minn.



V.P.
VIRGIL PARTCH
FAMOUS COLLIER'S CARTOONIST

*"He's looking for a way to send Back
the empty glasses now that*

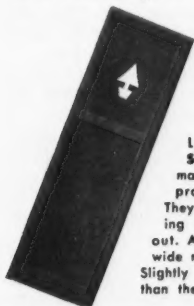
EVERYTHING HINGES ON HAGER!*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience

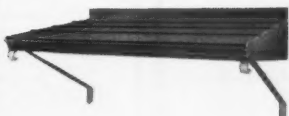


**YOU JUST CAN'T BEAT
LEIGH
ORNAMENTAL SHUTTERS
FOR LOOKS, EASE OF INSTALLATION,
AND LOW COST**

Leigh LOUVER SHUTTERS are of authentic colonial design. They are built of Aluminum for lifetime wear. No worries about rotting or falling apart. Installation is simple — four screws, one on each corner, hold them securely to the wall. A special green prime coat, applied at the factory, makes painting easy. Shutters are available in a wide range of sizes to fit all standard windows.



Leigh PANEL SHUTTERS are made of Double-protected Steel. They have a pleasing pine tree cut-out. Available in a wide range of sizes. Slightly lower in cost than the Louver Type.



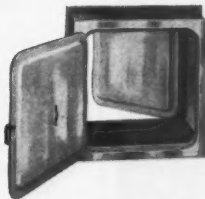
DOOR CANOPIES — A completely assembled unit. 48" and 54" widths. Three colors — Green, Blue or Tile Red. Two coats of baked enamel.



WINDOW AWNINGS — Permanent type completely assembled. Three sizes — 30", 36" and 42" widths. Three colors — Green, Blue or Tile Red.



FLOWER BOXES — A large attractive unit. 30" long by 6 1/4" deep. Three colors — Green, Blue or Tile Red. An outstanding buy at a very low cost.



MILK & PACKAGE RECEIVERS — Made in two depths for Brick or Frame construction. Double door with heavy insulation.



GRILLE GUARDS — An attractive adjustable guard for screen doors or windows. Easy to install. Low in cost.



For complete information on the Leigh Building Products Line, see your Leigh Jobber or write for the FREE Leigh Pocket Catalog.

LEIGH BUILDING PRODUCTS Division
AIR CONTROL PRODUCTS, INC.
COOPERSVILLE, SUN ST. MICHIGAN

Start right... for a smart finish!



PRETRIM

Matched Face

METAL MOULDINGS

Add smartness to tileboard installations with top quality PreTrim! Matching face patterns assure perfect uniformity. Heavy gauge polished aluminum is acid and corrosion proof. Easy to install—wide flanges, continuous nailing grooves, convenient 8' or 6' lengths. Offer, too, PreTrim pre-finished Black Cap and Base Mouldings.



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Prestile Mfg. Co. • 5850 Ogden Ave. • Chicago 50, Ill.

Yes, we want to learn more about

☐ PreTrim Aluminum Mouldings ☐ PreTile De Luxe Tileboard

Your Name.....

Clip this memo to your letterhead and mail today!

ONE DEALER'S

OPINION

William R. Turner, right, is secretary-treasurer of the Cordele Sash, Door and Lumber Company, Inc. This Cordele, Ga., firm manufactures lumber and millwork, and retails a full line of building materials. Turner is an outstanding Cordele citizen and business leader. He is a director of the Building Material Merchants of Georgia.



TO ANY THINKING, informed person, it is evident that we can not sustain a defense economy, and continue our reckless spending for unnecessary things that have no bearing on our National Safety. From the President himself comes the admonition that we must conserve materials and manpower in order to carry on our defense program. But he continues to be the strongest advocate of national extravagance.

A Congressman accepts a small contribution from his secretary—to help them both hold their jobs. He is sent to jail. The party in power takes billions from the taxpayer in order to insure the next election and to retain its power. Who is the real culprit?

The people of this country who are mainly responsible for the production and distribution of our great resources have been very patient and long suffering. But they are beginning to rebel against the task of supporting a large army of bureaucrats who seem intent on thinking up more ways to spend tax money, and who work not much more than half time for full pay. The average government employee works only 209 days out of 365.

The owners of small corporations must work long and hard, with much of their time and thought devoted to compliance with a maze of government regulations. They can not hope to salvage from the tax collector more than one-fourth of the profits from business. Their patriotism wanes, and they begin to wonder if a lifetime of effort and self denial will be rewarded by eventual confiscation by a Socialist State of all that they have worked for.

No real American wants to shirk his duty. He will go the limit to defend his country, just as long as it is worth defending. But he is beginning to wonder. He is getting tired of being pushed around by big government.

In Socialist Britain, the rich have been taxed out of existence. The burden has now fallen on the working man, and his standard of living has suffered greatly. But it is hard to retrace the path they have followed and the only alternative is Communism. Is America going to travel the same path?



Another great profit-builder from

Weldwood®

UNITED STATES PLYWOOD CORPORATION

Outside . . . inside . . .

Upstairs and down

These 3 WELDTEx Products Mean More Sales For You!



Weldtex looks like so much for the money, your customers will immediately see the advantages of using it for either remodeling jobs or new construction. More jobs for builders . . . more sales for you.



WELDTEx® Panels are ideal for game rooms, breakfast nooks, living rooms, libraries or other rooms that get a lot of family living. They are just right, too, for "smartening" store interiors and business offices.

They come in Douglas Fir, Southern Gum, Philippine Mahogany, and California Pine, in sizes 4' x 6', 4' x 7', 4' x 8'. (Also 4' x 9' and 4' x 10' in Fir only.) Moisture-resistant grade for interior application is 5/16" thick. Waterproof grade for exterior use, in Fir only, is 3/8" thick.

Weldtex Panels have the charm of antique wood, yet the striations give it the crisp, modern feeling of today's architecture. Furthermore, these striations hide nail holes and enable your customers to achieve a flush treatment without visible joints.



WELDTEx Squares of Southern Gum hardwood are now available in sizes 12", 16" and 24", all 5/16" thick.

It's the newest way to use this decorative Plywood.

Weldtex Squares go on easily right over studs, or on furring strips. They give striking variety, either for walls or ceilings. Accurately pre-cut, they make it easy to install the popular "checkerboard" designs, and other effects.



WELDTEx Siding is Douglas Fir Weldtex in Exterior Grade, cut to 48" wide by 15-7/8" deep — packed 22 panels in a bundle.

Weldtex Siding takes paint and other exterior finishes perfectly. It's approved by FHA on Federal Housing jobs. And can be used over any type of sheathing...or fits perfectly on 16" studs.

The finished job is weather-tight, with a minimum of seams. And so handsome!

Due to increased production, most of our warehouses can now provide Weldtex right from stock. Get in touch with your nearest warehouse and arrange to add this profitable paneling to your line.

WELDWOOD Plywood

Manufactured and distributed by
UNITED STATES PLYWOOD CORPORATION
New York 18, N. Y.

and **U. S.-MENGEL PLYWOODS, INC.**
Louisville 1, Ky.

Branches in Principal Cities • Distributing Units in Chief Trading Areas
Dealers Everywhere



Interior grade Weldwood Plywood is guaranteed for the life of the building in which it is used.

*U. S. Pat. Nos.: 2286068, 2363492, 2363927.
Trade Mark Reg.

"We wish we had more lines like PEE GEE!"



That's the kind of talk we *like!*

... and maybe this letter will answer a problem for you.

Union Supply Company, Inc.

E. Sullivan Street
Kingsport, Tennessee
September 20, 1950

Peaslee & Gaulbert Paint & Varnish Co., Inc.
Louisville, Kentucky.

ATTENTION: Mr. Ned Booker, Advertising &
Promotion Director

Dear Ned:

We feel that the Pee Gee line has substantially assisted in creating prestige for this firm through its consistent fine merchandise and its ability to bring the customer back again and again. Being in the building material business, we get to sell Mr. Customer not only paint, brushes, thinners, etc., but many other items of lumber and hardware.

We have had the new color lines in Onekoatt Flat, Flatkoatt Deep Tones, and Onekoatt Four Hour Gloss Enamel for some nine months now, and I feel that the color cards on these lines cannot be touched by any other brand of ready-mixed paints on the market. Our customers, and most particularly the ladies, really "go" for these modern colors. Our paint business has taken a jump as a result of the new lines, and we feel that next spring will break all records in our paint department.

Incidentally, the new Sealkoatt is terrific! It makes possible the use of Deep Tones where it was ruled out previously due to the inadequacy of the priming agent. We're getting much favorable comment of it.

The same can be said of Onekoatt Mastic Outside House Paint. We're increasing our volume on it every day, and the word-of-mouth advertising by our customers is paying off.

In closing, let me say again that we are most happy with our Pee Gee dealership after these 22 years. We wish we had more lines like it. With kindest personal regards, I remain

Cordially yours,
UNION SUPPLY CO., INC.

Signature

Martin Karant

Martin Karant
Ass't Mgr.

We're prepared to sell through a few more dealers like Mr. Karant's company. Would you like to profit by the demand for such best-sellers as: Onekoatt House Paint, Flatkoatt Deep Tones, Onekoatt Enamels, Onekoatt Flat and Semi-Gloss, and the sensational Sealkoatt Primer-Sealer? If so, get in touch with us.

PEASLEE-GAULBERT

PAINT & VARNISH COMPANY

223 N. 15th Street, Louisville, Kentucky

Serving the South Since 1867



No other hinge has all 3!



**Stanley RD
Round Corner
Butt Hinge**



NON-RISING PIN



HOLE IN THE
LOWER TIP
(For easy removal)



ROUNDED CORNERS

*The simplest, speediest hinge for hanging doors
... Now easier than ever to sell*

When you point out *these* features to your customers, you don't have to sell a Stanley RD Butt Hinge. It sells itself!

The patented non-rising pin puts an end to an old nuisance for builders. Once pushed down, it snaps into place and can't "ride up" with any action of the door.

The hole in the lower tip (patent applied for) makes it as easy to remove the pins as tapping a nail. Any builder can see that's going to save him time and money.

The rounded corners (available on the Stanley Butt Hinge) make door hanging easier and faster. Hinge recesses with corners rounded

to a $\frac{1}{4}$ " radius by a power router assure a perfect fit every time.

No other hinge has all *three* of these sales-building features. Promote Stanley RD Butt Hinges for more profits and customer satisfaction. Available with prime coat or plated, with ball bearings or without. Be sure that you are stocked to sell them—these hinges move fast!

THE STANLEY WORKS, NEW BRITAIN, CONN.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Gate City WOOD awning WINDOWS



An Invitation **TO DEALERS**

Join GATE CITY now in a drive for more Wood Awning Window business in your area.

GATE CITY is a natural for big construction jobs now in the planning stage -- Government Buildings, Schools, Hospitals and Institutions -- and for small homes projects in busy defense production centers.

Go after this business with GATE CITY... the available, quality Wood Awning Window. Requires less warehousing space. A one-delivery, one-package unit, thus a wider margin of profit to the dealer.

WOOD Awning Windows



Send for SMALL HOMES PLAN BOOK with 40 Plans showing Awning Windows. 25¢ Postpaid.

pioneered by **Gate City**

Precision-made and Preservative-Treated for long lasting durability and dimensional stability.

Gate City SASH & DOOR CO.
"Wood Window Craftsmen Since 1910"
FORT LAUDERDALE, FLORIDA
MEMBER OF THE PRODUCER'S COUNCIL, INC.

**MAIL
COUPON
NOW**

GATE CITY SASH & DOOR CO., Dept. 5
P. O. Box 901, Fort Lauderdale, Florida
Gentlemen: ☐ Please send full particulars on your Dealer offer. ☐ I enclose 25¢ for Plan Book.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Association Directory

Associations serving Building Supply Dealers in Southern and Southwestern states--and served by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: E. E. Bonsteel, Harrison, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: J. C. Cauthen, Rock Hill, S. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Sam Levy, 12th at Breckinridge, Louisville 10, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Ruford H. Smith, Lafayette, La.

Building Material Merchants of Georgia—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CRescent 6455. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PRes-ton 9157. President: W. B. Milstead, Houston, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Claude G. Ryan, Lancaster, Pa.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: R. C. Stockett, Jackson, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. National 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Paul Leonhard, Oklahoma City, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clark E. McDonald. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: C. D. Burkholder, McPherson, Kan.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: L. R. O'Hara, Yorktown, Va.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Charles Badger, Parkersburg.

Leads All Sales

Vital-Calder



\$2.19 EACH

MODEL FSR

NOW, MORE THAN EVER - - THE GREATEST HOME CALKER VALUE

- 1 **UNIVERSAL CARTRIDGE HOLDER** — New Design provides greater support — permits use of Fibre or Metal spouted cartridges.
- 2 **PATENTED CARTRIDGE BAIL** — Locks cartridge in place, making a safe, rigid caulking unit.
- 3 **HIGH LEVERAGE TRIGGER** — Gives a smooth easily controlled flow of compound.
- 4 **CONTOUR HAND-FITTED GRIP** — New ease in caulking with larger, more comfortable handle.
- 5 **POSITIVE RATCHET DRIVE** — Proven 2-dog action and quick release rod guarantee trouble-free service.

PACKED six or 12 to the case.

Vital introduced this Calker with the already famous spouted cartridge in 1947 and it has consistently outsold all calker combinations because it's built honestly to deliver and get results — brings the user back many times for more cartridges. Specify your caulk in **Vital Made Cartridges** to guarantee perfect fit.

We manufacture all caulk equipment except compound.

Vital

PRODUCTS MANUFACTURING CO.
CLEVELAND 4, OHIO

INSULITE® Leadership in Des Moines...

Survey Shows More builders prefer INSULITE®
than any other brand of Insulating Sheathing

"I saved \$218⁰⁰ on this job
by using Bildrite® Sheathing!"

ROBERT UETZ,
A leading Des Moines, Iowa, builder

Better sheathing jobs at a lower cost . . . that's why more builders prefer
INSULITE BILDRITE SHEATHING. Here's how Robert Uetz, a leading Des Moines
builder, explains it:

"Gentlemen:

There's no doubt in my mind—Bildrite is the best sheathing material on the market. I actually saved \$218.00 on my latest job (Westminster Presbyterian Church Manse in Des Moines) by using Bildrite instead of wood sheathing.

But best of all is the fact that in addition to its lower applied cost, Bildrite is far superior to wood as a sheathing material. It's not harmed by long exposure to the weather—doesn't warp or buckle under

extreme moisture conditions—leaves no mess or waste around the job—and is far easier and cleaner to handle.

Our carpenters prefer Bildrite Sheathing, too, because it's waterproofed throughout and doesn't need an outside asphalt coating. This keeps it from gumming up saw blades, or blackening hands and clothes.

Very truly yours,
Robert Uetz
Des Moines, Iowa"

BIG PROFITS FOR DEALERS:

Insulite's tremendous acceptance among builders everywhere is bringing greater profits to dealers throughout the country. Are you profiting from Insulite's product leadership and sound, reliable sales policies? See your Insulite wholesale distributor, or just drop us a card.

INSULITE DIVISION

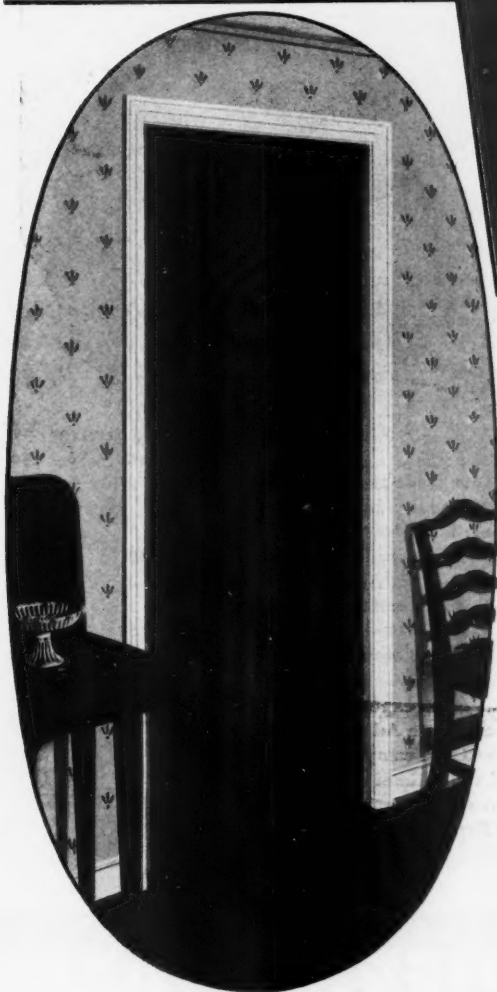
8-51



MINNESOTA AND ONTARIO PAPER COMPANY
MINNEAPOLIS 2, MINNESOTA

now! MENGEL MAHOGANY Flush DOORS

*Available at
less than many
Domestic Woods!*



"Believe it or not"—Mengel Flush Doors with faces of genuine African Mahogany can now be bought for less than comparable doors built with many conventional domestic woods!

Why? Because Mengel, drawing from its own vast logging concessions in the heart of Africa's Gold Coast, brings its fine Mahogany veneers to America in tremendous volume. Second, Mengel has the wood-working equipment and know-how to manufacture its top-quality doors *with mass-production economy and efficiency!*

Use the coupon to get full details about Mengel Mahogany Doors. Until you know the facts, you'll never appreciate the extra luxury, the extra *values* now immediately available for *any* kind of job.



THE MENGEL COMPANY
Plywood Division, Louisville 1, Ky.

Gentlemen: Please send me full information on Mengel Mahogany Flush Doors—Hollow Core and Stabilized Solid Core.

Name

Firm

Street

City State

The Mengel Company . . . America's largest manufacturers of hardwood products
• growers and processors of timber • manufacturers of fine furniture • veneers •
plywood • flush doors • corrugated containers • kitchen cabinets and wall closets

AUGUST, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

The Right Bait gets the Big Ones!

FREE SSIRCO SALES AIDS



DEALER SIGNS



LITERATURE



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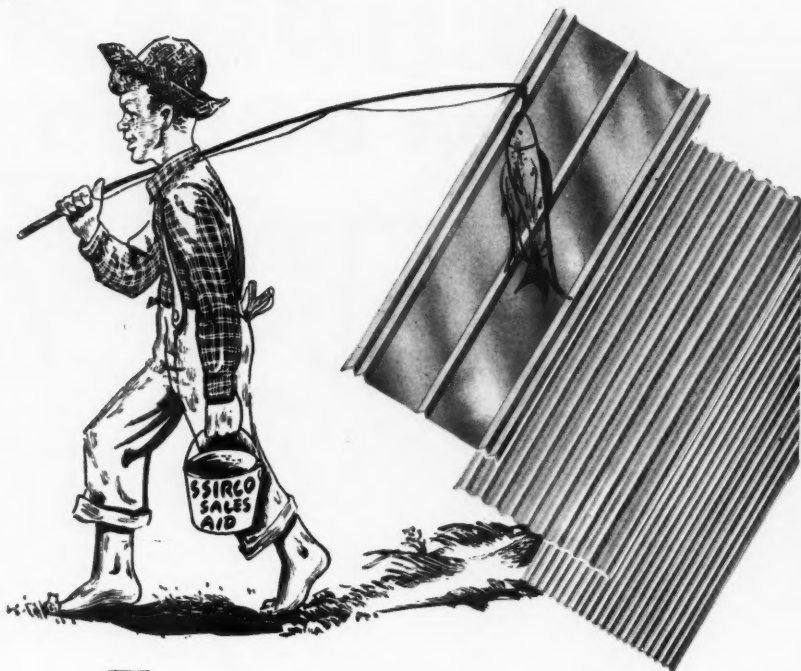
SAMPLES



RADIO COPY



AD MATS



*T*here's big money for wide-awake dealers who sell LIFETIME Aluminum Roofing this fall! The best way to be sure of getting your share is to *get the jump* on the peak roofing season this fall with an aggressive *Summer Sales Campaign!* Promoting LIFETIME Aluminum Roofing this summer gives you bigger summer business and opens the door to record breaking sales!

SSirco Sales Aids cost you nothing! Effective, hard-hitting literature, samples, displays and store signs give you good, sales-getting results at no expense to you! Newspaper mats and radio scripts eliminate Ad preparation costs . . . provide a powerful advertising campaign for only the cost of newspaper space and radio time!

Write today for SSirco's descriptive folder of Free Sales Aids or ask your SSirco Representative! Use the right "bait" and get the big LIFETIME Aluminum Roofing Sales this fall!



SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

Orlando, Fla.

Birmingham, Ala.

Atlanta, Ga.

Tampa, Fla.

Jacksonville, Fla.

SAVE *On the Job* TIME and MONEY

Use SHAKERTOWN SIDEWALLS

to complete more homes faster
under the most severe conditions



Double-coursed
Shakertowns are easy
to apply, provide wide
range of distinctive
styling.

Weather won't hold up construction—when you use Shakertown Sidewalls. These No. 1 cedar shingles are truly factory finished, require no further staining or painting on the job.

Weather often means delay on project homes—and costs mount quickly. Shakertowns are available in quantity. No skilled labor needed—a strip of ship-lap for nailing guide is the only "extra" in the way of equipment.

Weather demonstrates Shakertowns' inherent advantages. Cedar shingle exteriors have millions of tiny air cells—nature's perfect insulation—to provide homes that are warmer in winter, cooler in summer. Cost less for maintenance and upkeep, too.

Get the SHAKERTOWN Facts! If you have an important job coming up, why not find out how Shakertown Sidewalls can save you time and money—increase your profits, too! Write, wire or phone the address below—today.

WEST COAST PLANT AT CHEHALIS, WASHINGTON
THE PERMA PRODUCTS COMPANY
7001 Morgan Avenue Cleveland 27, Ohio



JOB-PROVED!

Make full use of these Shakertown Advantages

1. No staining or finishing on the job. Shakertowns come ready to apply.
2. Quick, easy application at low labor cost.
3. No scarce or critical materials required.
4. Wide range of colors and styling gives distinctive appearance.

... Build with Shakertowns!

IRON ROOFING CO.

15 BRANCH WAREHOUSES

Baltimore, Md.

Nashville, Tenn.

Louisville, Ky.

Savannah, N. C.

New Orleans, La.

Memphis, Tenn.

Columbia, S. C.

Richmond, Va.



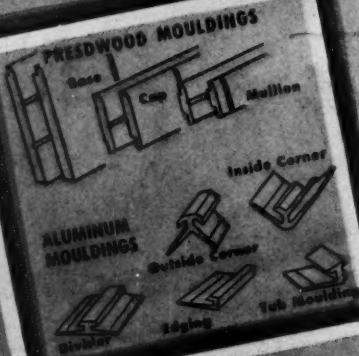
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BARCLAY

PLASTIC COATED PANEL



Sell Barclay's durable beauty, versatility and economy for modern walls and ceilings...higher and get bigger sales...higher profit! Homeowners like Barclay's low cost, rich decorator colors, smooth surface and exclusive Tridem authentic tile lines. Applicators like its quick, easy installation. Two popular finishes, three surface designs for homes, offices and stores.



Sell the complete line! Barclay Accessories mean increased sales, satisfied customers and a bonus of extra profits every time!

Stock and sell Barclay Plastic-Coated Paneling and Barclay Accessories for bigger business! Write today for details!



Plastic Cement



SOUTHERN STATES IRON ROOFING COMPANY

Atlanta, Ga. Birmingham, Ala. Jacksonville, Fla. Miami, Fla.
 Dallas, Tex. Houston, Tex. Little Rock, Ark. Mobile, Ala.
 Fort Worth, Tex. New Orleans, La. Oklahoma City, Okla. Pensacola, Fla.
 San Antonio, Tex. St. Louis, Mo. Tulsa, Okla. Wichita, Kan.

New aggregate makes perfect plaster



WORKMEN PLASTER FASTER WITH TENSULATE PERLITE . . . because each cellular particle of this volcanic ore is refined for uniformity. As an aggregate it is ten times lighter than sand. Handles faster, goes on smoother, dries out rapidly. Requires no "wetting down" as you work with it. Tensulate Perlite makes a tough plaster, crack-resistant, resilient so that normal vibration in a building can't damage it. You can saw through it. You can nail into it. It doesn't deteriorate. Tensulate Perlite makes a fire-proof, vermin-proof, moisture repellent interior of great beauty.

PACKAGED IN MULTI-WALL BAGS FOR EASY STORAGE AND HANDLING

PROFIT WITH TENSULATE PERLITE. A strong promotion and advertising campaign is sweeping the South. It means profit for you in today's big building market.

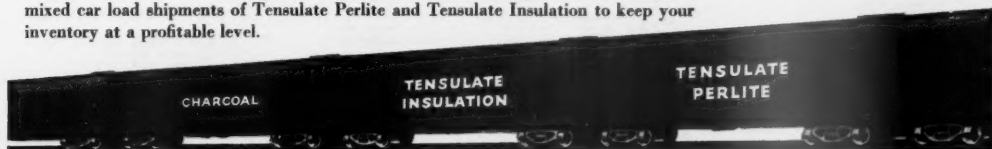
WRITE TODAY for details on prices, shipments and selling help. Take advantage of mixed car load shipments of Tensulate Perlite and Tensulate Insulation to keep your inventory at a profitable level.



**TENNESSEE
PRODUCTS & CHEMICAL**

Corporation

NASHVILLE, TENNESSEE



Douglas Fir doors

**For Rugged Stamina
You Can't Beat a Douglas Fir
Grade Marked Door**

*The quality group of door manufacturers is comprised of mills inspected regularly by the Fir Door Institute inspection service. This service is a check on quality completely independent of individual mill supervision. The doors produced by these manufacturers carry FDI grademarks:

Acme Door Corporation
Hoquiam, Wash.

Buffelen Manufacturing Company
Tacoma, Wash.

Cruver Door Company
Anacortes, Wash.

Everett Plywood & Door Corporation
Everett, Wash.

M and M Wood Working Company
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E. A. Nord Co., Inc.
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Puget Sound Manufacturing Co.
Tacoma, Wash.

Simpson Logging Company
Seattle, Wash.

Vancouver Door Company
Montesano, Wash.

The Wheeler Osgood Company
Tacoma, Wash.



The door shown is our popular F-3 design

PERFORMANCE-ENGINEERED to meet the most rugged service requirements, the durability and strength of quality manufactured* Douglas Fir doors have been proved in both laboratory test and actual use.

The official FDI hallmark of quality is your assurance of excellence of craftsmanship, materials and appearance which contribute to the outstanding performance record of doors manufactured under the FDI quality control program. Included under this product improvement program are doors made of high-quality, old-growth Douglas Fir, Western Hemlock, and Sitka Spruce.

FDI-A

FDI-B

FDI-BP

FDI-C

FDI-MR

The FDI grade-trademarks reproduced at left certify that doors so marked have been manufactured and inspected in strict accord with rigid quality and performance requirements set forth in U. S. Commercial Standard CS73-48. At buyer's request, doors bearing the FDI hallmark of quality will be covered by a notarized Certificate of Inspection.

Fir Door Institute
Tacoma 2, Washington





HELP YOURSELF TO THESE FREE HELPS *for getting more glass business*

These attractive two-color folders are designed to do triple selling duty for you—as counter pass outs, as package inserts, as mailing stuffers. And no matter how you use them, they'll bring you a bigger share of replacement glass business.

To tie in with this handy promotion piece you'll probably want to feature a display of glass and related glazing items—putty, putty knives, glazing

points. And, of course, you'll want a good stock of the easier-cutting L-O-F Window Glass.

For advice on what quantities of the fastest selling sizes to stock, call your nearest L-O-F distributor. He'll give you your free supply of these colorful, business-building folders, too.

Libbey-Owens-Ford Glass Company, 5581 Nicholas Building, Toledo 3, Ohio.



LIBBEY-OWENS-FORD

a Great Name in **GLASS**

Send for Your Supply

NOW!

IMPORTANT: Mail this coupon to your L-O-F Glass Distributor

Please send me my free supply of the L-O-F replacement glass folders, WG-17

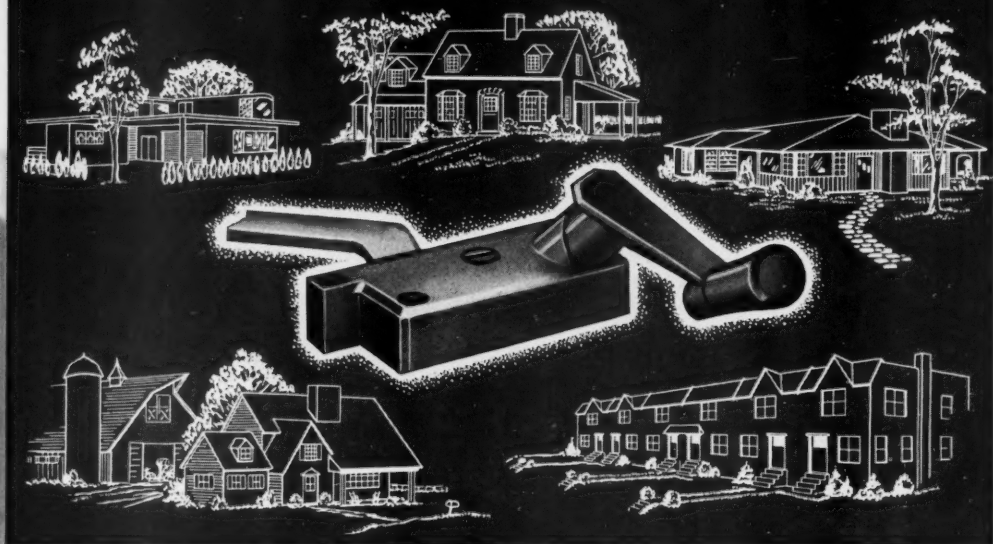
COMPANY NAME _____ (Please Print)

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

REQUESTED BY _____

Multiply every house in your locale by 2—
that's your sales potential for Getty operators



A national survey (not ours!) reveals that there is an average of 2 casement windows in every home.

Many of these casements are equipped with obsolete stay bars, faulty operators, or no operators at all. Every one of them—wood or metal—will accommodate a GETTY replacement operator. And they'll sell like hot cakes—often a pair at a time—if you just promote them to your customers.

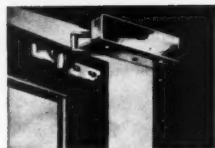
GETTY operators are a cinch to install too—just 2 measurements, 6 screws. That's all.



3348 NORTH 10TH STREET • PHILADELPHIA 40, PA.

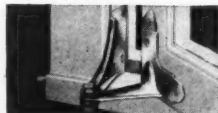
Canadian representative: A. N. Ormsby Co., 23 Scott St., Toronto

RELATED GETTY PRODUCTS



AUTOMATIC CLOSER 4649

Pulls top of outswinging wood sash snugly against the frame. It prevents warping, assures all-around tight contact. Easily installed—4 screws, no mortising required.



EXTENSION HINGE 2529

By means of flange type leaf, it assures a firm corner support for the sash. By providing a 4" sash clearance, it gives maximum ventilation and permits cleaning of the outside casement from inside the room.

GETTY OPERATORS ARE USED ON MORE CASEMENT WINDOWS THAN ALL OTHER OPERATORS COMBINED

Southern BUILDING SUPPLIES

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1305 National City Building, Dallas 1, Tex. RAndolph 7673

FRANK P. BELL C. M. GRAY J. A. MOODY
Business Manager *Asst. Bus. Manager* *Production Manager*

This Month's Main Features

Retirement Plan Works for 4-Yard Dealer	27
Factory Displays Star in New Georgia Store	28
Movable Stand Helps Sell in Several Ways	29
Farm Units Built in Yard Highly Profitable	31
Pooled Commissions Boost Roofing Sales	33
Permanent Displays Help Sell More Plywood	36
Dealer's Hobby Makes City Art Conscious	37
Meet Leading Factory Representatives—No. 1	39

Classified Reading Matter

Washington News of the Month	40
Federal Controls that May Affect You	41
News of the Month of the Industry	42
Lumber Outlook and Supply Situation	48
Dealers in the News of the Month	52
Product Parade of the Month	62
Association Activities to Note	73

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CONTROLLED CIRCULATION AUDIT
NATIONAL BUSINESS PUBLICATIONS



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Business Representatives

BOSTON: J. D. Parsons, 185 Jerusalem Road, Cohasset, Mass.
CHICAGO: John C. Cook, 333 North Michigan Avenue, Tel. Central 6-4131.
CLEVELAND: W. G. Sheehan, 2516 Gasser Blvd., Rocky River Station, Cleveland 16, Ohio. Tel. Edison 1-0856.
GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. 7995.
LOS ANGELES: L. B. Chappell, Auditorium Building, Tel. Michigan 9849.
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Hunter Package Attic Fans

ARE EASY TO SELL — EASY TO INSTALL

Throughout the nation, building material dealers are making extra profits by selling Hunter's new Package Attic Fans. Every home builder, every home owner is a prospect. These modern fans give efficient cooling at low cost, and are being used in homes in all price ranges. They are quiet, powerful and dependable.

A big reason for the popularity of Hunter Package Fans is their simple and inexpensive installation. Fan, motor and suction box are all in one unit that requires only a ceiling opening in hallway and less than 18" clearance in the attic. Four models, from 4750 to 9700 CFM, to fit any size home. Ratings certified.



National advertising to architects, contractors and home builders has created acceptance and demand for Hunter Package Attic Fans. Displays, literature and ad mats available to help you make sales.

Mail for
catalog
and prices

Hunter Fan and Ventilating Company
394 S. Front St., Memphis 2, Tenn.
Send catalog and prices to:

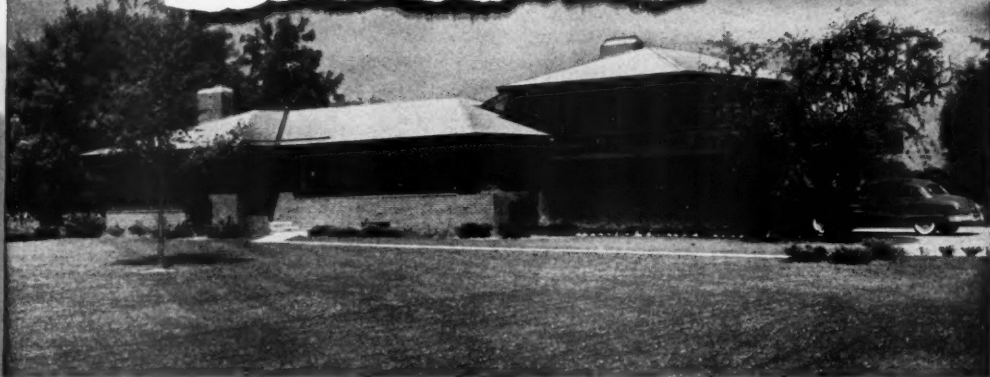
Name.....

Firm.....

Address.....

City & State.....

Add to the beauty—
protect it permanently!



Residence of E. L. Kaylör, Saginaw, Michigan. **Architect:** Glenn M. Beach, Saginaw, Mich. **Roofing Contractor:** MacArthur Roofing and Sheet Metal Company, Saginaw, Mich. **Roofing:** "Century" No. 5 Shingles, Surf Green.

Recommend "Century"® ASBESTOS-CEMENT ROOFING SHINGLES

Attractive roofing of stone-like durability! "Century" Asbestos-Cement Roofing Shingles add to the beauty of any home—protect it against weather; are not affected by termites; will not rust or rot. And, being entirely mineral by nature, they cannot burn—are eligible for lowest fire insurance rates... a point any home owner appreciates!

And builders, contractors, architects, and roofers will appreciate the owner-pleasing color selection: "Century" Roofing Shingles are available in Spanish Red, Surf Green, Gray Duoface, and Black. These are "built in" colors—won't weather out; won't fade—don't ever need painting to preserve their beauty.

And tell your customers the "Century" economy

story, too! "Century" Roofing Shingles are moderately priced; are specially designed for quick, easy application.

With sales points like these, you can build your business—increase your profits—with "Century" Asbestos-Cement Roofing Shingles. Ask your Keasbey & Mattison Distributor for details, or write us direct.

To help you sell more "Century" Shingles, Keasbey & Mattison advertising is constantly at work in such publications as TIME, COUNTRY GENTLEMAN, SUCCESSFUL FARMING, AMERICAN BUILDER, PRACTICAL BUILDER, AMERICAN ROOFER & SIDING CONTRACTOR, NATIONAL ROOFER, and MAGAZINE OF BUILDING. Watch for this advertising—your customers see it too!

About the "Century" Shingles on the above residence...

"Century" Asbestos-Cement No. 5 Shingles. These are the sales points: American method appearance; random-width, thatched butt design. Application cost is low—each unit covers more than 1 sq. ft. of exposed area; 90 shingles per square; 2 nails per shingle; self-aligning. Give complete weather protection on roof pitches as low as 4" rise per foot.



*Original manufacturers of
Asbestos-Cement Shingles in this country*

KEASBEY & MATTISON
COMPANY · AMBLER · PENNSYLVANIA

the BALANCE SHEET

Where Are Your "Replacement Troops"?

LIKE GOOD generals and rank-and-file soldiers, good employees for millwork shops, lumber yards, and building supply stores sometimes "never die." But they do fold up their tents and fade away.

When this happens—as in war—it is necessary to call up the "replacement troops." But unlike an expanding military force, few dealers have at their disposal adequate replacement personnel.

Yet such is necessary if a firm is to continue to serve the public and realize a profit on its investment. To paraphrase the obvious truism, "You Can't Make a Profit Without a Sale"—"You can't make a sale without personnel to deliver the goods!"

More and more in our contacts with lumber dealers—particularly with those who have millwork plants or woodwork shops—we recently have heard the lament that "I don't know what we will do when ol' Joe gets hurt again, has a stroke, or passes on."

Some dealers or company heads use the absence or scarcity of good craftsmen, salesmen, or warehouse workers as a major reason to refrain from setting up some sort of retirement plan. They figure that a pension plan would persuade "ol' Joe" to retire at too early an age and leave their firm without experienced, economical personnel.

However, firms that have established some sort of retirement plan, such as that of the Oklahoma lumber dealer described on page 27 of this issue, have found that such an employee welfare program at best attracts desirable new employees and makes it easier and fairer to retire those who qualify for such a milestone.

The lack of "replacement troops" in millwork plants and lumber yards is a problem that won't solve itself, willy-nilly, without some individual or collective effort on the part of management. And it's a problem that demands prompt attention. For suppose "ol' Joe" does get his fingers cut off, or has a stroke, or dies; who is there to take his place?

In many plants and yards there are no apprentices or substitutes to take his place. About the only thing left to do is to make a raid on a competitor in town or elsewhere and offer his best man more pay or some other concession to get him in your plant. This would solve your immediate problem, of course—and create one for the manager who trained him to his present state of productivity!

Several solutions to this manpower problem seem practical for the industry.

The most immediate solution is for the dealer to single out of his present personnel a man who can be groomed and trained for the bigger job of the craftsman, foreman, or other key man in his organization.

Then, some intelligent, workable plans should be evolved to (a) impress each such selectee with the opportunity that can be his; (b) arrange for and help the veteran to train this selectee intensively and practically; (c) compensate both veteran and selectee for their greater efforts and ultimate worth to the company.

Where the payroll does not now permit two men working at the same type of job, men to fill related or nearby tasks in the organization should be selected and hordled—through guidance and pay—so that they can increasingly become understudies for the older men who are bound to drop out.

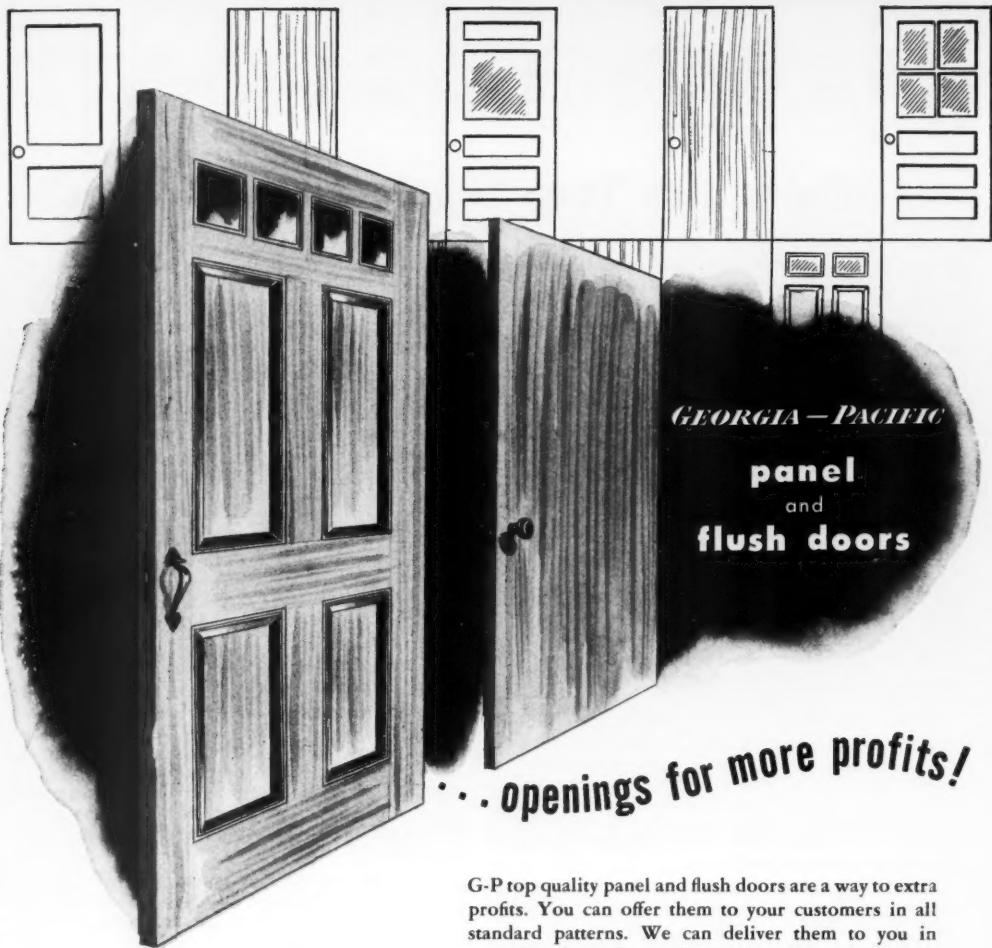
Many communities or sections have manual training classes in high schools or vocational schools in which one or more young men are unusually proficient or outstanding. Dealers in immediate or later need of woodworking personnel might do well to keep in touch with the instructors of such classes so they may have "first shot" at such promising students.

It might not be too visionary for one or more state or regional associations of dealers or woodwork manufacturers to arrange with some central vocational school or technical institute to concentrate on the training of woodwork craftsmen. Graduates from such classes could be screened and the most promising could be employed as helpers or apprentices as needed in millwork shops and lumber yards.

Office, sales, and warehouse replacements come from more varied sources. But the most economical and, perhaps, best can be recruited and moved up within the organization.

The factors that will help to have replacements in these classes of employees for possible—and nearly always unexpected—vacancies are: (a) more personal interest in and guidance of beginning and younger personnel; (b) a fairly obvious plan of pay advancement for each and progressively higher jobs; (c) definite assignments of duties with instructions clear to all personnel.

The cheapest employee on any job is not the one you pay the least; it's the one who over the longest period of time will be worth most to the firm in selling and serving your customers satisfactorily.



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flush doors

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**Southern
BUILDING
SUPPLIES**

***This lumber dealer has
two-way solution for***

EMPLOYEE SECURITY

By BARON CREAGER

TO ATTRACT and to hold desirable employees, some sort of retirement plan for all employees can be the one-package answer for the lumber and building supply dealer.

Vice-President and General Manager W. A. Voorhies says that the Hope Lumber and Supply Company in Oklahoma has not only been able to hold good employees and to attract desirable additions since his firm adopted an employee retirement plan in 1946, but that the plan had created incentive and helped to weld his four-yard organization more tightly together.

Voorhies reports highly favorable reaction from both the employees and management in the two Hope yards in Tulsa and the other two at Muskogee and Porter.

In the case of the Hope Lumber and Supply Company, the retirement plan takes the form of an insurance policy in the name of each employee. Each policy has a death

benefit. But the more attractive feature to employees is a pyramiding cash value at retirement—with increases keeping pace with salary raises.

One such policy will have a cash value of \$17,000 if the key employee named therein chooses to retire at age 65.

After the plan had been in effect for five years, one low-salaried yard employee retired and drew down \$5,000 in cash! But he was unable to find contentment in retirement, so he soon returned to work.

Most dealers will recall the fact that 1946—the year the Hope retirement plan was introduced—

was a year in which it was difficult, if at all possible, to increase employee compensation. General Manager Voorhies did not indicate that the plan was conceived as an indirect means of increasing wages. But if that was the original reason, it now is overshadowed by overall benefits of long-range character.

The Hope retirement plan was developed and installed by a Tulsa insurance company. Voorhies suggests that if any lumber yard considers a similar step, thorough investigation of implementing agencies he made. He said the introduction of such a plan that will serve (See RETIREMENT PLAN page 80)

Pension-retirement funds for the 55 employees of the Hope Lumber and Supply Company in Oklahoma are assured by the insurance policies held above by W. A. Voorhies, vice-president and general manager of the four-yard retail firm. Headquarters and the Muskogee retail store are in building seen at right. Company operates two other yards in Tulsa and one in Porter.





The shop-made fixture along the left side of the Hodges store serves four purposes. It displays and stocks paints in front; stores supplies and serves as desk for two salesmen from rear, and is a display and demonstrator on top. At left, Dennis Freeman sells patterned gypsum board. Below, Jack Thomas shows customer a paint brush from enclosed counter top display.

Hodges' new store puts to work

FACTORY DISPLAYS

AS PICTURED on this page and on our S*B*S cover this month, the handsome new sales office of the Hodges Builders Supply Company at 2001 N. Jefferson Street

in Albany, Georgia, makes effective use of product signs, posters, and display aids.

The emphasis in the new Hodges salesroom is on paints



At right, Charles A. Culbreth, vice-president and general manager of the Hodges Builders Supply Company, confers in his oak-paneled office with some roofing suppliers. Window platform in rear holds hardware, window, and screen demonstrators. Above, Shipping Clerk Ray Dell is strategically located between sliding office window, where bookkeeper accepts cash payments, and the LCL warehouse delivery door.



and supplies. Three well-known advertised brands are displayed on the island fixtures made in the firm's own millwork shop. Salesroom and offices are air-conditioned and fluorescent-lighted.

The new location is the third occupied by the Hodges Builders Supply Company, which celebrated its 32nd birthday June 11 with "open house" for customers and suppliers. Founder and president of the firm is Kenneth B. Hodges, Albany native who also heads the Albany Hardware Company.



MOVABLE STAND

helps dealer to sell UP!

This movable stand has many uses. It was designed by Grant Travis, manager of the Home Lumber Company, who wears the tie. Catalogs and wallpaper books are stored in rear.

resistance to higher-priced lines by mentioning any others at this point. We get the customer the merchandise he has in mind.

"While he is examining his first choice, we get out two higher-priced sets and bring them up with the remark that we thought he would like to see these before he makes his final choice.

"Then we point out the advantages of extra quality and all other 'extras' of the higher merchandise, showing why the price is higher and why it is worth more. There are still a lot of people who think that price has no relationship to quality.

"By this method we seldom fail to sell up. Not only have we been able to sell up, but we have been thanked many times for calling the attention of the customer to bet-

"**THIS LITTLE STAND** is our biggest sales producer for its size and the greatest time-saver we've ever had!"

That is the opinion of Grant Travis, manager of the Home Lumber Company in Emporia, Kansas, who designed the stand. Here is how it is used.

Blueprints may be unfolded on top and thumb-tacked down if necessary. There is a space for scratch pads and elbow room for taking down details, specifications, and writing orders. All pertinent catalogs and folders are filed in the back part of the cabinet.

"Its greatest value in saving steps and time," Travis pointed out, "shows up when we are going over house plans with a customer who displays an interest in some-

thing that is not in stock. It takes only a minute to get the proper catalog from the back of the stand to show him a picture and the specifications.

"In fact, we find that many customers like to pick out their hardware items from the catalogs—even when the merchandise is in stock—and then merely to confirm their choices by a glance at the merchandise. It not only saves our time but saves the customer's time. Since we have had this stand in use, we have had many compliments from patrons."

This stand helps Home Lumber Company personnel to be of greater service to their customers and at the same time sell higher quality merchandise.

"For instance," Travis continued, "take door hardware. A customer frequently has his mind made up for the most reasonably priced locksets and door hardware. We do not set up sales



A frequent use of the stand is as a blueprint table for discussing plans and materials with homebuilders. Catalogs for all materials needed are conveniently at hand. When not in use otherwise, the stand becomes a wallpaper display, as shown at left.



ter-quality merchandise. There is a time and place for selling up.

"When you can move in your better merchandise at the time the customer is ready to buy, without having to turn the store upside down, you have a distinct advantage in making your presentation."

Travis pointed out other advantages of the display stand, such as its use for blueprints. It is easier to close a sale for an entire house, he asserts, if all details are at the customer's fingertips.

The stand also is used to sell associated merchandise. When a customer selects a front door screen, for example, Travis brings over samples of door hardware and screen grilles—and seldom fails to add an item or two to the screen sale.

Another example is kitchen ventilators. If house plans do not show a ventilator in the plans, Travis shows the prospective homebuilder that it will cost twice as much to install one later than when the house is being built, and that they are sure to want one eventually.

When not in use otherwise, the stand is used as a silent salesman to display wallpaper books. This means only putting the wallpaper back into its place in the stand to convert the stand to a blueprint table. This use of the stand was an afterthought.

Another advantage of the stand is that it can be moved easily to various parts of the Home Lumber Company display room.

The stand is made of plywood.



Grant Travis long ago lost count of the number of times this "wood aged in a bottle" has been shown to visitors but it must be approaching the million mark. Made by a relative while an invalid, the ax, sawbuck, and mallet were whittled out and installed in the bottle in 1905. For years it has been a daily attraction on the order counter, as it is seen here in the hands of Travis. Sometimes a stranger comes in just to look at it after being told about the novelty by a friend. Others read about it in newspapers, where the item makes a periodic appearance.

Safety On Construction Jobs

WHEN climbing ladders is a part of your job, make certain the ladder is in safe condition with no cracked or broken side rails or rungs. See that the ladder is placed one quarter its length from the building. When climbing ladders, keep both hands on the rungs and do not attempt to carry materials or tools up or down ladders. These should be hoisted or lowered in a suitable container using a rope or other hoisting mechanism.

You will find power tools and equipment in use all over the job. Some will be operated by compressed air and others by electricity.

Use this equipment only after you have been properly instructed



in safe work methods and authorized to use it. Electric saws, drills, grinders, mixers, compressors, hoists, can be very hazardous to the operator and to other workmen if they are not used in a safe manner. Be sure that all guards are in place and operating properly before using power tools or equipment. Do not remove guards unless you are instructed to do so for oiling, adjusting or repairing. Before removing the guard, be sure the machine or equipment is stopped and the operating switches blocked out so no one else can start the equipment. Replace the guard and see that it is properly adjusted before again starting the machine.

When using electrical equipment, always be sure that the ground wire is connected to both the machine and a suitable ground.

Personal protective equipment has been devised to help protect you from some of the hazards that can not be controlled otherwise. Goggles of various type, face shields, hard hats, safety-toe shoes, and certain types of protective clothing may be advisable for your safety on the job. Some of these may be furnished by the company and others may need to be supplied by yourself.

(This is the third installment of a series of short construction safety suggestions published in a 16-page booklet under the above title jointly by the Bureau of Labor Standards and the Bureau of Apprenticeship of the U. S. Department of Labor. Single copies free from above. Quantities available for 10 cents each from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.)



***This dealer gets 30%
of his volume with***

YARD-BUILT FARM UNITS

A **SUBSTANTIAL** portion of the sales volume of D. F. Ellenberger, retail lumber and building supply dealer in Plattsburg, Missouri, comes from selling portable livestock houses and feeders to farmers. These units are all built in Ellenberger's yard carpentry shop.

Yard fabrication and sale of such units offer three advantages to the lumber dealer, according to Ellen-

berger, whose reputation in this field booked him for a talk at the last convention of the Southwestern Lumbermen's Association. These advantages are:

1. The dealer can make good profit on the units themselves.
2. He can use his shop help to build them during the slack or bad-weather periods.
3. Farmers who buy these satisfactory units become regular customers for their other building material needs.

Among the different items built in the Ellenberger yard are farrowing houses, hog feeders, hog shelters, creeps, hay racks, cattle troughs, cattle feeders, and self feeders of different types and capacities.

Most of the fabrication is done in the winter when

the rest of the lumber business is slow. Equipped with basic power tools such as saws, drills, and jointer, the 20x24-foot carpentry shop is a separate building at the rear of the yard. It is heated so the regular two wood-workers can work in comfort in cold weather.

The durable portable farm units they fabricate are displayed at the edge of the yard, on one side of the loading dock, where they are visible to folks driving along the highway.

The selling price of each unit is based on accounted cost of materials and labor. Lumber, nails, paint,

(See YARD-BUILT UNITS page 69)



The outdoors display of livestock feeders and hay racks built and sold by the small D. F. Ellenberger lumber yard in Plattsburg, Mo., is seen at top as viewed from the main highway. Below, D. F. Ellenberger, left, points to details of the sturdy construction of a large cattle feeder, as a customer examines the yard-fabricated structure.



So big pieces of yard-fabricated farm structures could be taken out of his carpenter shop easily, D. F. Ellenberger put the metal-clad gable end on hinges. Thus, the gable doors open outward like the doors below. The horizontal beam, just above the backed-in truck, lifts out of the way also. This idea is adaptable to millwork plants, too!

Why Good Public Relations are so important now

THERE are many ways to explain or define Public Relations.

To one man, establishing good Public Relations means doing good things and getting full credit for having done them. To another, the main purpose of a Public Relations program is to persuade the public to look on us as good people who are working in the public interest.

Here are some other definitions:

Paul F. Garrett, the Director of Public Relations for General Motors Corporation, says: "Public Relations is not something that can be applied to a particular phase of business—nor is it an umbrella covering everything but touching nothing. It is rather a fundamental attitude of mind—a philosophy of management—which deliberately and with enlightened selfishness places the broad interest of the customer first in every decision affecting the operation of business."

Louis B. Lundborg, General Manager of the San Francisco Chamber of Commerce, says: "Public Relations work consists of building the character of an institution in line with the public interest — then letting the public know that it is in line."

In summary, establishing good Public Relations is a matter of so conducting ourselves and our businesses that the public will come to have confidence in us and in our methods.

It is a matter of avoiding words and acts and policies which create doubt and antagonism in the public mind—of saying and doing things which make good impressions.

Building good Public Relations is more than just making friends.

The National Retail Lumber Dealers Association spends nearly one-third of its budget to improve public relations for building material retailers throughout the United States. It supplies helpful literature, releases, and information for dealers to use at the local level.

This is the second installment of the "Public Relations Guide for Retail Lumber Dealers." It was prepared by the National Retail Lumber Dealers Association as a service to the members of its federated state and national associations of building material dealers.

We all have heard people say: "John is a swell guy personally, but he doesn't get any of my business."

Good Public Relations is more than just being well-known and personally popular. It means being well regarded, respected, and trusted. In short, it means deserving and winning the good will and esteem of the public.

THESE DAYS, good merchandising is not enough. Even though you deal fairly and honestly with your customers, stock the materials and grades your customers want, price them attractively, and display them skillfully, your own business and your industry may gradually lose out.

If you doubt that, look at the millions of customers who patronize the chain food stores day after day to save money and then fall for the charge that those large and efficient organizations are insidious monopolies.

The men who seek to destroy private enterprise in the building industry make clever use of propaganda. They make vague, general charges which sound plausible and

which the public can't readily understand. And they repeat those charges so often that the public begins to believe what they say.

They charge, for example:

1. That retail distribution is costly and wasteful.

2. That our industry is backward and inefficient and doing nothing to improve itself.

3. That Government can build homes more efficiently than private enterprise can.

If the public hears those charges often enough and doesn't hear the other side of the story, it begins to believe what it hears.

That is why Public Relations is so vitally important. It is not enough to deserve a good standing with the public. We must go further.

We must make sure the public knows and believes in the good things we do and the good things we stand for.

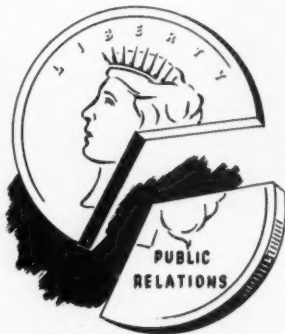
In other words, we must give the public a sound background of fact and experience so that they can recognize the falsity of the unfounded charges they hear and so that the opinions they form of you and your industry will be favorable.

Giving the public that background of fact is the function of a Public Relations program. We can't take our Public Relations for granted. We must take advantage of every legitimate opportunity to make good impressions—to impress the public with the fact that the retail lumber dealer is an efficient and indispensable part of good community life.

That is Public Relations!

In its broadest sense, Public Relations covers a lot of ground. To some people, Public Relations in-

(See PUBLIC RELATIONS page 76)





A POOL of sales commissions—created from special incentive bonuses on roofing and added-on items—turns all employees of Stuck Brothers, Jonesboro, Ark., into productive salesmen.

"This plan puts every man on his mettle," asserted Charles Stuck, "and makes each one work for the common benefit of all."

Although this 73-year-old lumber and building supply firm has used commission-selling successfully for many years, the current commission pool, which was started a year ago, is the most productive plan the company has used.

"We like it because it eliminates competition and 'family disputes'

among our employees, yet still creates an impetus to sell more," said Stuck. At the end of each month, an arbitrary share goes to each participant.

The plan was started especially to sell more roofing by turning all employees into salesmen. When a participant sells roofing—with additional items added to the bill—a roofing commission of 5 per cent and a commission of 2½ per cent on the additional items go into the general fund.

At the end of the month, the fund is distributed to the two regular salesmen, the bookkeeper, and the yard foreman. The salesmen receive about 30 per cent, and the bookkeeper and foreman about 20 per cent each.

The salesmen do not object to the aggressive salesmanship used by the bookkeeper and the foreman because they, too, share in the monthly intake on such sales.

Stuck pointed out a typical example of this. On his way to work one morning, the yard foreman sold \$112 worth of roofing and extra items.

During the working hours, the foreman handles most of the customers who come into the yard;

the bookkeeper serves those who enter the store. This relieves the regular salesmen, who can be out in the field promoting roofing and siding materials.

The bookkeeper and yard foreman do not handle all sales coming into the yard and store. Charles Stuck and his brother, William, serve many customers from their desks in the store.

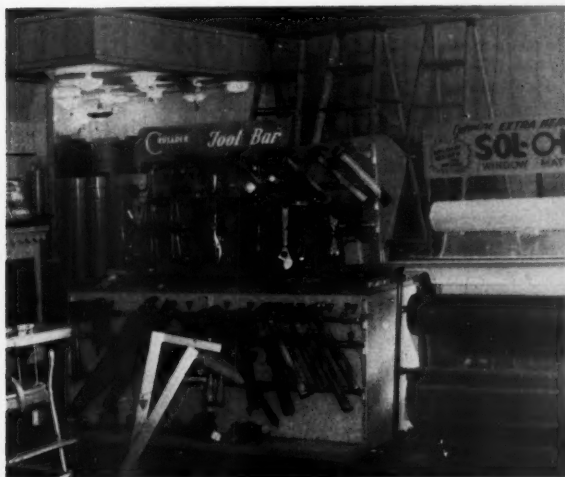
Because all of the men, except one salesman, receive a monthly salary, the end-of-the-month commissions are bonuses worth striving for.

Stuck asserted that selling does not interfere with regular duties of the bookkeeper or yard foreman. Machine bookkeeping does not take all of the bookkeeper's time and energy. It is not difficult for him to keep an eye on customers entering the store and to stop his regular work to serve them.

The work of the yard foreman is



In top photo, Charles Stuck, of Stuck Brothers building supply firm in Jonesboro, Ark., has found that by putting commissions on all roofing sales into one pool that is later divided among his employees, he not only boosted the number of sales but also created an interest in selling among all employees, regardless of their regular job. He now grants a commission on items sold in connection with roofing. Here are two attractive displays on his sales floor.



made easy with modern labor-saving devices and efficient arrangement of sheds and store-rooms.

Entering the convenient and spacious drive-in from the front, customers receive immediate service—whether they stop at the store or drive back to the yard.

The 2½-per-cent commission, set up for items added to a bill of roofing, is sometimes extended to other items in the store—items under special promotion, or others that must be moved.

The owners prefer selling across the counter, so have eliminated custom millwork to a large extent. They buy prefabricated units that can be sold across the counter—windows, doors, sidings, weatherstripping, picket fencing, trellises.

The salesmen use much of their energy now in promoting home improvements of all kinds. "Repair jobs can run into money," Stuck pointed out. "One of our salesmen just brought in a \$7,000 repair job that will put \$350 into the commission pool."

Two of the regular salesmen are equipped to estimate and supervise a job from start to finish. An extra charge is made for supervision.

The owners give their sales a healthy boost with a 20-year guarantee on roofing—their own company guarantee, separate from the manufacturer's.

This dealer's 20-year maintenance bond carries a small ad-

The Stuck Brothers feature "drive in" service to help with the parking problem. The company will help supervise remodeling jobs for those who wish to do their own work. All roofing jobs carry a 20-year company guarantee, aside from that of the manufacturer.



SETH RE-OPENS IN NEW STORE



ditional charge, the added percentage for insurance being included in the flat price made for the package job.

Between 700 and 800 persons visited the new sales and office building of the Seth Lumber Company in Lincolnton, N. C., when it was opened June 16, despite threatening weather and the location, which is not on a main thoroughfare. Visitors received pencils, pocket-clip screwdrivers, bubble gum, suckers, and soft drinks. The church display at right is used by employees as a worship center for reading of a devotional each morning before work. Departmentized displays in the new salesroom feature doors, tools, hardware, brick, lumber species and patterns, kitchen cabinets, roofing, and home-planning literature.



"The roofing business is highly competitive here," Charles Stuck pointed out. "If we did not boost our volume with this special incentive plan for salesmen, we'd suffer from competition offered by Memphis, only 70 miles from our

town of 16,000 inhabitants, and from mail-order houses."

Keeping track of commissions for the pool is simplified by having the one who does the selling to report to the bookkeeper. At the end of the month, each man is allotted his share.

Wood Sample Display Catches Customer's Eye

The Jacob Mortenson Lumber Company in Wausau, Wis., has attracted much attention from customers by displaying various species of wood on a panel in the sales room. The pieces came from a Timber Engineering Company wood study kit, won by a member of the firm at a dealer association convention.

The pieces are mounted in five rows on a panel of 36x36-inch fir plywood. Each sample is labeled and coated with a clear lacquer to keep it clean.

The wood kits are available from TECO at 1319 Eighteenth Street N. W., Washington 6, D. C.

Choice of a suburban location by the Pinellas Park Builders Supply Company in May, 1947, has since proven to be quite profitable! This firm (not incorporated) did over \$500,000 worth of business last year from the modern store and office building seen below. Building materials and supplies are displayed so customers can easily see and choose them. Note variety of sidings displayed on and above sales counter at right. Steel kitchen cabinets and modern appliances beckon from the "modern kitchen" display seen below.



This young suburban store **DRAWS CITY CUSTOMERS**

THREE YEARS ago, the Pinellas Park Builders Supply Company consisted chiefly of a 16x16-foot shed full of new and used lumber.

Today it covers five acres of ground and has a display and office building 50 by 75 feet in size, several other buildings, and a new lumber shed. Last year it grossed over one-half million dollars in sales.

The usual reaction of passersby is "How did such a beautiful and large plant come to be located in a town of about 3,000 persons?"

This plant at 4915 Park Boulevard in Pinellas Park, Florida, is owned and operated by Henry R.

Boswell and W. T. Pritchett. Both partners work inside and outside the store—and are not above such tasks as wielding a broom and pail. Their organization now includes two outside salesmen, nine yard men, three bookkeepers, and four inside salesmen.

The Pinellas Park firm is located between St. Petersburg and Tampa, five miles from the business center of St. Petersburg and in a district that is rapidly growing. In the last three years, the population of Pinellas Park has doubled.

Both Boswell and Pritchett are engineers who were once associated with the U. S. Corps of Engi-

neers in construction and purchasing duties. So they started their business with good experience behind them. Their training in the Army, before and during the war, had accustomed them to the rigid regulation of having their work planned in advance and then performing it with orderly efficiency.

Both partners are refreshingly free from any manifestations of the "go-getter's" pushful personality. Mild in manner and speech, they give the impression that they have thought out what they have to say so that they speak with authority. When they explain the reasons for their choice of location, it is evident that a great deal of thought and research went into their choice of this location.

First of all, a suburban lumber yard enjoys lower overhead expenses that permit it not only to compete with, but sometimes to undersell, city companies.

The partners have found their yard is more suitably located to keep the cost of truck delivery down. Serving an area of a 50-mile radius, the Pinellas Park Builders Supply Company has found from actual figures that the cost of their truck deliveries is comparatively low. Thus, they

(See CITY CUSTOMERS page 72)





SELLS MORE PLYWOOD

**with permanent displays
of choices and designs**

SAM STONE retails more than 50,000 square feet of plywood each month in the New Orleans market. And most of it is fancy plywood for decorative paneling jobs!

He sells so much plywood profitably because he believes in this versatile wood product and likes it. Proof is his display and use of plywood as the wall and ceiling paneling in his sales office, display room, and private office at 2901-33 Annette Street.

Sam Stone, the proprietor of the Stone Lumber Company, went to considerable expense last year to have his rear display room and his own private office handsomely paneled in a variety of plywood species and designs. So pleased was he with the sales reaction to these permanent displays that he has this spring redecorated the front sales office with plywoods!

Walnut strips separate the ceiling into four sections with these different designs: striated plywood in basket-weave design; combination of pink and white gum panels in relief checker-board design; striated plywood alternated with smooth gum in wheel-star design; diagonal block of birdseye maple alternated with curly birch. The four walls are finished in these different plywoods: curly birch squares; oak Plankweld; quarter-sliced korina; striated plywood in inverted pattern.

In Stone's private office, two walls are finished in African mahogany plywood. The others are finished in quarter-sliced walnut. The one behind his desk is treated with block designs of primavera over the walnut panels.

The windows in all three rooms are decorated with modernistic

vertical fabric blinds in colors to harmonize with the plywood patterns. Stone sells this building specialty, too!

Sam Stone has been in the lumber business in New Orleans for 23 years. He has operated his own retail yard for six years since disposing of his interest in another company.

He became intrigued with the plywood business when he began his own yard and this interest has increased along with yearly gains in plywood sales. Stone became a "key dealer" for the United States Plywood Corporation in the New Orleans market four years ago. He stocks everything that this plywood manufacturer produces, and he is especially enthusiastic over the prospects of the new prefinished Plankweld now available for interior paneling.

Stone has promoted his firm's permanent displays of plywood patterns and designs by direct- (See PLYWOOD DISPLAYS page 78)



Stone Lumber Company's customers and visitors are confronted with and surrounded by attractive installations of fancy hardwood plywood in the sales office, above. This permanent display makes it easy to help customers choose plywood patterns for new construction and remodeling. Sam Stone proved the profitability of handsome plywood installations in the display room at left, which was completed last year. The ceiling is "quartered" into plywood installations with these patterns: alternating striated plywood squares; striated plywood alternated with smooth gum squares; vertical grain cedar at fireplace end; variegated plywood designs; birch and curly birch squares. The four walls are distinctively covered with quarter-sliced combination grain white oak; Philippine mahogany; walnut and birdseye maple squares.



In a corner of the children's playhouse, which he appropriated for an art studio, Spain Willingham shows his wife an oil painting he made of Georgia's seacoast. The large pen sketch of his daughter was drawn by him. The other "paintings" are by his art-minded sons.

***This dealer's hobby makes
his city and whole family***

Art Conscious

By HELEN MATTHEWS

IN ONE of London's older, more dignified art dealerships, a tall, good looking American naval lieutenant was trying to swap eight bottles of assorted whiskies for a picture.

"Of course, I realize there's probably no chance whatsoever of our making such a trade," the young officer said, naming over the various American brands that he had to offer, with a few adjectives thrown in.

"Well—I'm not a drinking man myself," replied the dealer, with a thirsty twinkle in his eye. "But we do have friends who drop in occasionally who like one now and then—and it is scarce." And so the lovely Hester Flood watercolor

came back after the war to Macon, Georgia, with its new owner, Spain Willingham, secretary-treasurer of the Willingham Sash and Door Company.

The third generation to be associated with this family retail and wholesale building supply firm, Willingham found his first serious interest in art when he majored in architecture in the Georgia Institute of Technology. After graduation in 1934, he worked for several architectural firms before joining the Willingham Sash and Door Company in 1938.

Lacking a chance to express his artistic talent to any extent in his work, he took up painting as a hobby. Although he has had no formal training, he has sold several paintings and is one of the most

active members of the Macon Art Association.

His lumber business keeps him from devoting much time to his hobby. On Sunday afternoons he paints in his "studio" in the backyard—a child's former playhouse that has been improved with a skylight.

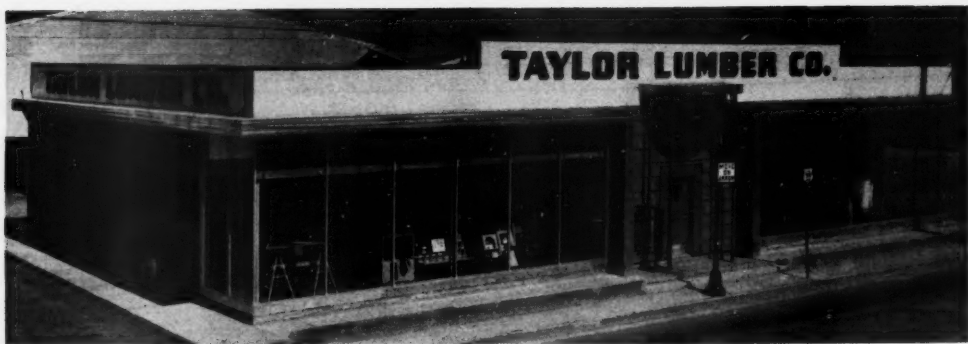
His two sons, nine-year-old Joe and seven-year-old John; three-year-old daughter, Helen, and neighborhood children usually join him to try their efforts. In the boys' bedroom hang two frames, holding pictures done by each one. These pictures are changed occasionally as the boys paint better pictures. "But I'm not worried about either one becoming an artist," Willingham says.

(See ART CONSCIOUS page 60)



In their large gum-paneled bedroom, Joe and John Willingham maintain a continuing art "exhibition" in the frames above the table. Every time they paint a new picture, it goes into their respective frames. Admiring their work at right are Mom, Dad, and sister Helen. Their father's art hobby has helped to make the whole city more active in art appreciation and effort.





This remodeled store STOPS Traffic

THOUSANDS of persons used to pass every day without giving the Taylor Lumber Company even a first look.

Now there is a constant sequence of telephone calls about items that can be clearly seen and identified from cars approaching and passing this Houston, Texas, store.

Owner Ed Taylor admits that his business practically lay dormant, as far as merchandising was concerned, until the company capitalized on a location that is—and was—a natural for visual selling.

The Taylor Lumber Company faces a location with a set of three traffic lights that control the flow of traffic and periodically stop each stream by Taylor displays.

As recently as 1947, a survey showed that as many as 22,000 vehicles per hour paused at and passed the Taylor Lumber Company, with nothing for drivers and passengers to look at.



Remodeling brought the Taylors national and regional recognition as superlative merchants. But previous published accounts touch lightly, if at all, on the lesson learned at the Taylor Lumber Company—"Let them see the merchandise and they will buy."

"It has amazed us," said Ed Taylor, "that we got back our investment so quickly!" For two years after the store was remodeled, increased sales had paid off the \$35,000 spent for remodeling—and with interest.

"We stocked hand tools before we remodeled," Taylor recalled, "but we rarely sold them. Now it is difficult to keep our tool stock complete!"

"Our paint business showed a tremendous increase and one paint salesman says we are the best account in his territory. And there has been a similar increase in paintbrush sales.

"We stocked

Although a 1947 survey showed that some 22,000 cars an hour passed the Taylor Lumber Company, the firm rarely got a call about merchandise or benefitted in any way from its position. The old building, above, just didn't attract attention. In the new building, at top, the "show case" window displays attract shoppers and multiply sales. Lower left, Roger Taylor, son of the owner, serves a customer at the sales counter.

kitchen cabinets, too, but rarely sold any. Not until after we remodeled."

Taylor concedes that he knew his firm was missing a bet by not remodeling. So, with a former general manager, he made a series of trips to inspect many outstanding yards. He made notes, came home, and worked from that transcribed information.

"It is gratifying to us to realize that the ideas we saw were copied so well that some of the lumber dealers we copied from have now made a trip to our new store to copy from us," Taylor asserted. "So perhaps we improved a bit on some of the ideas we copied."

Meanwhile, the Taylor Lumber Company is still looking for new ideas and learning lessons in merchandising. "We get all the progressive trade magazines," Tay-

(See STOPS TRAFFIC page 79)



Proctor Represents 26 Factories in Eight Southeastern States

WHEN Ed Proctor resigned in 1945 from the Johns-Manville Corporation and formed E. W. Proctor and Company, his was a one-man organization. He had secured the factory sales agencies for the Keystone Roofing Manufacturing Company and the Kay-Tite Company in the state of South Carolina.

But his 25-year-old dream of operating his own company as manufacturers' agents was at long last coming true. And now he is a leading factory representative in the Southeast.

His firm now represents 26 building supply manufacturers in Alabama, Florida, Georgia, Mississippi, Tennessee, Virginia, and the two Carolinas. Headquarters of E. W. Proctor and Company is at 1316 Washington Street in Columbia, S. C.

The only hobby he claims is "business." And he has even shared the company ownership and management with his wife, whose keen interest has helped make some of the work into fun. His carefully-picked crew of sales representatives includes B. C. Darwin in Columbus, Ga.; J. E. Evans, Birmingham, Ala.; J. E. Harvey, Raeford, N. C.; C. C. Small, Georgetown, S. C.; and J. F. Watson, Orlando, Fla.

Born in Limestone county, Alabama, November 23, 1895, Proctor moved to Georgia when he was 10. After graduation from business school, he completed two years of study in business administration at Alexander Hamilton Institute in New York City.

His first job was with the Lumus Cotton Gin Company in Columbus, Ga., and then Charlotte, N. C. He also spent three years with the Thomas and Howard Company and its subsidiary, the Carolina Coffee Company. But it was his 20 years with Johns-Manville that gave him his real background and prestige for establishing his own successful factory sales agency.

Proctor just recently added the 26th company to the list of those he represents. He now sells Gemco and Tuff-Bond products for Good-



ED W. PROCTOR

loe E. Moore, Inc., Danville, Ill.

His company also sells aluminum windows for the All-Lite Window Company, and aluminum and zinc asbestos siding trims and similar items for the Allmetal Weatherstrip Company.

Their hardware lines include door closers for Hardware Products, Inc.; door grilles and wrought iron products for Harvard Metal Products, Inc., builders specialties for Harris, Inc., and aluminum nails, clothesline, and accessories for the Nichols Wire and Aluminum Company.

They sell various steel products for the Brainard Steel Company and the Gabriel Steel Company.

In the Carolinas, E. W. Proctor and Company represents Homasote's building boards.

For Metal Trims, Inc., he handles Premier moldings; for Nova Sales Company, roller doors and cedar shakes.

His roofing materials include the Keystone Roofing Manufacturing Company's asphalt products, Benjamin P. Obdyke's drainage products. For New Haven Copper Company, he handles sheet, strip, and roll copper; and for the Illinois Zinc Company, sheet and strip zinc.

His two tool lines are the Tuck Manufacturing Company's Master-smith tools and the Vermontown Manufacturing Company's masonry tools.

Masonry protective coating products are sold for the Kay-Tite Company.

For the Rutzke Weatherstrip Manufacturing Company, the Proctor firm markets Evertite frameless tension screens.

Among Proctor's other lines are the Superior Wall Products Company's Superlite wall panels, Shawnee Industries' louvers, Smith Asbestos Products' Asbestoroc siding shingles, Superior Valve Manufacturing Company's faucet inserts, H. M. Woche and Son shellac and paint removers, and the Peerless Manufacturing Company's reinforced glass substitutes.

Proctor is a member and booster of the International Concatenated Order of Hoo-Hoo. He also is active in the National Sales Executives Club, Methodist Church, and Society of American Military Engineers.

Freeman Firm Sells Hysters in Florida

Freeman and Sons, Inc., of Miami, have been appointed exclusive distributors of the Hyster line of lift trucks, mobile cranes, and straddle trucks, in the 13 counties of south Florida by the Hyster Company, manufacturers, of Portland, Ore., and Peoria and Danville, Ill.

Freeman and Sons, organized in 1912, is headed by E. H. Freeman, president and general manager, and R. D. Freeman, secretary-treasurer. Other members of the organization include B. B. Benjamin, H. L. Freeman, H. E. Koplowl, Frank H. Harris, M. M. Johnson and R. E. Courtney.

The company operates a plant on Northeast Second Avenue in Miami, consisting of 116,900 square feet, with complete sales, parts, and service facilities.

A new plant, of approximately 40,000 square feet, has recently been completed in Jacksonville. J. C. Holloway has managed this branch for 20 years.

The Jacksonville plant has been classed by experts as a complete "lift-truck service station."



ALL THE DEBATE and deliberation over the final contents of the new Defense Production Act (see next page) made it clear that Congress is determined to set the rules for defense mobilization and let the President and his agencies administer them. The slowness with which the House and Senate are acting on the major legislative issues—appropriations and taxes—indicates their determination to consider all interests and strike the best denominator.

When and if the Defense Housing Bill clears Congress, it will include the tempered requirements of the times and not the wishes of the socialistic Fair Dealers. Lower down-payments for veterans on low-cost housing and a more realistic mortgage-interest rate will be involved.

CLYDE FULTON, president of the National Retail Lumber Dealers Association, contends that builders should have no trouble constructing houses of medium size under the new NPA regulation limiting the amount of critical metals that can be used. "However, it will be necessary to use lumber in place of structural steel to avoid exceeding the allowance. Houses will have to be compact in shape and the plumbing will have to be concentrated in one part of the house."

Structural steel shortages—even with the Controlled Materials Plan—will cause a lot of heavy industrial and bridge and like construction to be delayed now until next year.

Except in critical areas, mortgage credit terms aren't likely to be eased this year. With over one-half million housing starts in six months, the outlook is that the 850,000 goal of government officials will be reached this year.

BUSINESS, however, is expected to be good in general this year and next. A recent study here showed that spending for goods, services, inventories, buildings,

and machinery during the first half of 1952 will soar to \$330.5 billion, compared with \$267.5 billion for the first half of this year.

Even a Korean truce will not alter Uncle Sam's commitments and plans to spend at the rate of 50 billion dollars for defense by mid-1952 as compared with 35 billions now. Although it did not spread through all towns and cities, employment in contract construction in June set a new record. Nearly 2.7 million persons were engaged in building for defense or otherwise.

ENDORSED by the Chamber of Commerce of the U. S. and other agencies dedicated to free-enterprise economy, bills again are before Congress to legalize delivered pricing when used in good faith to meet competition. The proposed legislation would write into law the Supreme Court's January interpretation of the Robinson-Patman law on delivered pricing and price discrimination. Some such law is necessary to clarify basic business procedures.

THE NATIONAL Association of Home Builders has released an intensive study entitled "Housing and the War Emergency." It makes the point that under present conditions this nation can have both guns and homes now.

The Construction and Civic Development Department of the U. S. Chamber has asked for a review of present government reporting of basic construction data to ascertain whether it could be improved without additional total expenditures, and could be better coordinated with statistics now compiled by private agencies.

SOME NEW literature available here for business and industry includes:

"Sabotage and Plant Protection." Booklet details the necessary steps to be taken by industry and defense officials for combating sabotage. Available from U. S. Chamber of Commerce, 1615 H Street,

N. W., Washington 6, D. C.

"Defense Loans for Small Business." Pamphlet describes working capital assistance in form of partial, progress, or advance payments, and guaranteed loans for small businesses engaged in the national defense effort. Cost 5 cents from Printing Services, Department of Commerce, Washington 25, D. C., or from field office of department.

"Pooling Production for Defense." Booklet describes steps a group of businessmen must take to band together into a pooled production unit to handle defense contracts and sub-contracts. Available free from Department of Commerce address above.

OPS Appoints Lumber Advisors

Four prominent lumber dealers of the South and Southwest are among those recently appointed to the Retail Lumber Dealers Industry Advisory Committee of the Office of Price Stabilization, formed July 2. The group includes 17 dealers.

They include Don A. Campbell, Boner-Campbell Lumber Company, Lebanon, Ky.; Frank M. Ewing, Frank M. Ewing Company, Inc., Brentwood, Md.; W. B. Henderson, Chickasaw Lumber Company, Fort Worth, Tex., and Harry L. Lawson, Bailey's Lumber Yards, Inc., in Miami, Fla.

Other members of the group are John Alexander, Jr., Alexander Lumber Company, Aurora, Ill.; Joseph J. Fitzgerald, Edward Hines Lumber Company, Chicago, Ill.; C. W. Gamble, Boise-Payette Lumber Company, Boise, Ida.; Paul Hallingby, Hammond Lumber Company, Los Angeles 54, Calif.; E. Bruce Hill, E. M. Hill Lumber Company, Pittsburgh, Pa.; Gerald A. Jewett, Jewett Lumber Company, Des Moines, Ia.; J. H. Kirk, Kirk Lumber and Building Material Company, Santa Maria, Calif.

Charles Lampland, Lampland Lumber Company, St. Paul, Minn.; Norman P. Mason, William P. Proctor Company, North Chelmsford, Mass.; Watson Malone III, Watson Malone and Sons, Inc., Philadelphia, Pa.; C. B. Sweet, Long - Bell Lumber Company, Longview, Wash.; Sol R. Kaplan, Anchor Lumber Corporation, Brooklyn, N. Y., and John B. Wood, E. K. Wood Lumber Company, Oakland, Calif.

CONTROLS *that* *may affect Your Business*

THE NEW Defense Production Act, adopted after compromise by both branches of Congress and signed by President Truman July 31, continues basic economic controls in somewhat easier degree through June, 1952. Under the new law, wages, prices, and consumer credit controls are continued but within limitations spelled out by Congress for Administration agencies to execute.

The new law requires that manufacturers' ceiling prices be allowed to reflect added costs incurred before July 26.

The new law permits wholesalers and retailers to get their customary margin of profit above landed and delivered costs.

The new law modified and extended residential rent controls.

It also eased consumer credit controls. Real-estate credit controls were originally put into the bill by Congress, but they were held out for inclusion in the impending Defense Housing Act.

INSTALLMENT CREDIT. The Federal Reserve Board has revised Credit Regulation W to establish the easier terms under the new act.

On loans for home repairs and improvements, the payment period has been extended from 30 to 36 months. The down-payment of 10 per cent remains the same.

The down-payment on household appliances, TV and radio sets, and phonographs, has been reduced from 25 to 15 per cent. The payment period has been extended from 15 to 18 months.

The down-payment on furniture and rugs remains at 15 per cent, but the pay period has been extended from 15 to 18 months.

Buyers of appliances and house furnishings now may count trade-ins as part of the down-payment on new merchandise.

RENTS. In areas still under Federal control, rents will be allowed to go up 20 per cent above the ceilings in effect June 30, 1947. States and municipalities retain the privilege of coming out from under Federal rent controls by official local action, except in areas

declared "critical" by the Defense Production Administration.

President Truman has abolished the Office of Housing Expediter. Administration of rent controls has been placed in charge of the Economic Stabilization Agency. The Housing and Home Finance Agency will enforce price standards for veterans' housing.

WAGES. The Wage Stabilization Board has extended indefinitely its rule allowing cost-of-living wage increases that are hitched to the government's cost-of-living index, provided they are a part of union contracts completed before last January 25.

General Salary Stabilization Regulation 1 was enacted last month by the Salary Stabilization Board for the purpose of incorporating in a single regulation the provisions of General Wage Stabilization Regulation 1 and of the General Wage Regulations pertaining solely to employees under SSB jurisdiction.

SUPPLIES. On July 6, **CMP Regulation 5** was issued by the National Production Authority to replace NPA Regulation 4 for the purpose of providing a uniform procedure by which any business enterprise, government agency, or institution may obtain limited quantities of controlled materials and other products and materials for maintenance, repair, and operating supplies.

A person may use the procedure in **CMP Reg. 5** to obtain MRO and minor capital additions up to \$1,000 in any one quarter, regardless of his quota. The order was amended on July 17 to permit such purchases to include painters' and industrial brushes.

CMP Regulation 7 is a companion order to **CMP Reg. 5**. It describes the rules under which a person in the business of making repairs may obtain controlled materials and other products and materials for use in maintenance and repair work for persons who do not have a quota and are not entitled to establish an MRO quota under **CMP Reg. 5**.

CONSTRUCTION. The National Production Authority has made the new form **CMP-4C** the only one for use in applying for permission to commence construction on projects controlled by **NPA Order M-4** and by **CMP Regulation 6**, which covers construction under the Controlled Materials Plan. Form **CMP-4C** may be used both as a construction application and as a request for **CMP-controlled materials** (steel, copper, aluminum).

A proposed new regulation permitting contractors to reflect increased labor and materials costs in future ceiling prices was discussed July 26 by OPS officials and members of the Construction Industry Advisory Committee. The committee opposed any new action that would require contractors to file or report ceiling prices, but approved an OPS proposal that would make it mandatory for contractors to keep adequate records to show how they arrived at ceiling prices.

Members of the Construction Industry Advisory Committee from the South and Southwest include John M. Steadham, Gainesville, Fla.; W. A. Wiedenmann, Kansas City, Mo.; W. Murray Werner, Shreveport, La., and F. W. Heldenfel, Jr., Corpus Christi, Tex.

PRICES. Wholesalers and retailers operating under **Supplementary Regulation 29** may apply to the Office of Price Stabilization for relief where there is a conflict between Fair Trade Laws and the GCPRs. They must show that they sold fair-traded articles under certain circumstances during the base period, and furnish proof of buyer agreement or state statute for such fair-trade prices.

Enforcement officers of the OPS have instituted court action in several cases in the Southeast involving alleged non-compliance by lumber manufacturers, wholesalers, and retailers with price control regulations. The cases involve alleged failure to keep records on lumber sales, failure to prepare and furnish ceiling price lists, and over-ceiling price violations.

PRIORITIES. The National Production Authority on July 17 amended **NPA Regulation 2** to bring the basic rules of the priorities system up to date and to liberalize provisions concerning the use of DO ratings to replace materials taken from inventory.

Section 3 of **NPA Reg. 2** was revised to explain the new identification method which replaces the former two-digit program system.

NEWS of the MONTH

Kentucky Survey of Dealer Operations Shows Rises in Inventories and Accounts

INCREASES in capital requirements for carrying on retail building material businesses are reflected in the Lumber Dealers' Business Survey for 1950, as compared with those previously conducted by the Kentucky Retail Lumber Dealers Association.

Compared with the 1949 results, the aggregate 1950 ending inventories of all 99 reporting dealers increased 23.34 per cent over inventories at the beginning of the year.

Eighty-eight dealers reported increases in Accounts Receivable, which averaged 34.23 per cent above such accounts at the year's start.

Average net profit before income taxes in 1950 was 6.9 per cent, compared with 5.8 per cent the year before. However, the net profit was down from the high levels of 1947 and '48.

The average inventory turnover in 1950 was 4.00 times—slightly greater than 1949's 3.84 times, but considerably less than the 5.69 times in '48.

The reporting dealers were classified according to sales volume as follows:

Class A—annual sales under \$150,000.

Class B—annual sales from \$150,000 to \$225,000.

Class C—annual sales from \$225,000 to \$350,000.

Class D—annual sales over \$350,000.

For the several classes, the 1950 average mark-up on cost was: Class A, 38.19%; Class B, 44.54%; Class C, 45.54%; Class D, 43.87%; combined, 43.63%. This combined average mark-up on cost is 3.04 per cent more than for 1949.

Comparing 1950 and 1949 figures for all reporting dealers, the Kentucky association survey shows these percentage differences:

Cost of sales—down to 69.62 from 71.1.

Executive salaries—down to 4.31 from 4.5.

Depreciation, bad debts, interest, rent, repairs, and other costs—down to 5.18 from 5.3.

Labor and other salaries—up to 13.03 from 12.5.

Income taxes—up to 2.25 from 1.8.

All other taxes—up to .95 from .8.

Net profit—up to 4.66 from 4.0.

Ratio of sales to inventory for all reporting dealers is as follows for the four years covered by association surveys:

1947—8.4.

1948—7.7.

1949—5.4.

1950—5.75.

Due to the increase in number of reporting dealers in 1950, combined percentage figures are carried two decimal places instead of one.

To permit members of the Kentucky Retail Lumber Dealers Association to compare their operating statement with the findings of the survey, Secretary Don Campbell included a work sheet for readjustment of dealer's figures on the basis of group average.



H. D. Palmer, above, was recently elected president of the Detroit Steel Products Company, Detroit, Mich., by the board of directors. He fills the vacancy left by the death of W. C. Owen on June 8. He formerly was vice-president, secretary, and director, having joined the company in 1922. C. Garritt Bunting, who has been with the firm since 1946, was elected secretary.

Personnel Notes

M. W. Venable is the new general sales manager of Eagle-Picher Company's Paint and Varnish Division. Succeeding him as Southeastern division sales manager for Eagle-Picher paints and varnishes is Bruce E. Bridges. Bridges previously was associated with Lowe Brothers, Pratt and Lambert, U. S. Gypsum Company, and the General Paint Corporation.

★ ★ ★

New assistant secretary of the Southern Sash and Door Jobbers Association in Memphis, Tenn., is Miss Marie Carlisle. She succeeded Mrs. R. J. Grutsch, who resigned to move to St. Louis, Mo.

★ ★ ★

Robert W. Hess, prominent au-

New Simpson Officials

Thomas F. Gleed, former president of the Seattle-First National Bank, has succeeded W. G. Reed as president of the Simpson Logging Company, Seattle, Wash., wood products manufacturers. Reed continues as chairman of the board of directors.

Charles E. Devlin, general sales manager, was elected vice-president-sales. He named C. L. Emery, New York sales manager, as assistant general sales manager.

C. Henry Bacon, Jr., general manager of Simpson's Shelton Working Circle operations, was promoted to vice-president-operations.



HAVE YOU GOT THE RIGHT ROOFING TO SELL THEM?

Today, with many consumer goods hard-to-get, a prosperous public is turning to home building and to home maintenance and repairs.

Here's a tremendous roofing market! Some 800,000 new homes this year, even after allowing for building restrictions. And, literally, millions of reroofing, maintenance, and repair jobs!

Have you got the right roofing to sell them?

Barrett* Asphalt Shingles—not only in a wide variety of "conventional" designs, but also top-flight, exclusive design, lock-type shingles—are approved by Underwriters' Laboratories, and meet every roofing requirement at moderate cost.

They are extensively advertised in smashing full-page, full-color space in *The Saturday Evening Post* and in farm magazines. An unmatched sales-promotion program is also available. It includes everything you need to find prospects and close sales—from colorful store and job signs to window and counter displays, from powerful direct mail campaigns to samples and selling manuals.

So get in touch with Barrett today. Have your Barrett representative give you full information about products, prices, deliveries, advertising and promotion backing that really help you sell.



THE BARRETT DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

205 W. Wacker Drive, Chicago 6, Ill.

1327 Erie Street, Birmingham 8, Ala.

34th & Gray's Ferry Ave., Philadelphia 46, Pa.

*Reg. U. S. Pat. Off.

thority on woods, has joined the **Mengel Company**, Louisville, Ky., to head its development program for the use of tropical woods. A graduate of Yale University, Hess formerly was with the U. S. Forest Service and has served as editor of *Tropical Wood* magazine. He also has served as associate professor of forestry at Yale.

★ ★ ★

Ralph D. Main and **Robert Faegre** have been elected vice-presidents of the **Minnesota and Ontario Paper Company**, Minneapolis, Minn. **Hadlai A. Hull** is new secretary-treasurer.

★ ★ ★

Heading the **Virginia Metal Products Corporation's** new advertising and public relations department is **John H. Dean**, former head of the product information department of the Orange, Va., firm.

★ ★ ★

Peter S. Knox, Jr., president of the **Knox Corporation**, Thomson, Ga., manufacturers of prefabricated houses, was recently made a member of the exclusive Young Presidents Organization in New York City. He became president of the Knox Corporation at 34

when it was founded in 1945. He also is president of the **Knox Metal Products Company**, King Development Company, Lombard Iron Works; vice-president of the **Knox Construction Company**, **Knox Investment Company**, Aiken Loan and Security Company, and the Bank of Thompson.

★ ★ ★

O. S. Mansell, president of the **Celotex Corporation**, Chicago, Ill., and **G. C. Snyman**, overseas department manager, recently sailed on the *Queen Elizabeth* for England. Snyman will remain in London to manage the affairs of **Celotex Limited**, a British subsidiary.

★ ★ ★

Charles W. Masterman has been named advertising manager of **Rilco Laminated Products, Inc.**, St. Paul, Minn. He was promoted from his former position in the advertising department.

★ ★ ★

A. K. Higbee has been appointed vice-president of the **Johns-Manville Products Corporation** and production manager of the J-M building products division. Now manager of the J-M plant at Waukegan, Ill., he will assume his new duties September 1. In his

new post, Higbee will supervise production of plants in Manville, N. J.; Jarratt, Va.; Natchez, Miss.; Marrero, La.; Alexandria, Ind.; Waukegan, Ill.; and Los Angeles, Watson, and Pittsburg, Calif.

★ ★ ★

New assistant advertising manager of the **Masonite Corporation** is **James H. Hurley**, former copy writer. A graduate of the University of Illinois school of journalism, he joined Masonite in 1948.

★ ★ ★

Norris D. Beaird has been appointed sales representative for **Insulite** building products in south central Texas, with headquarters in Houston.

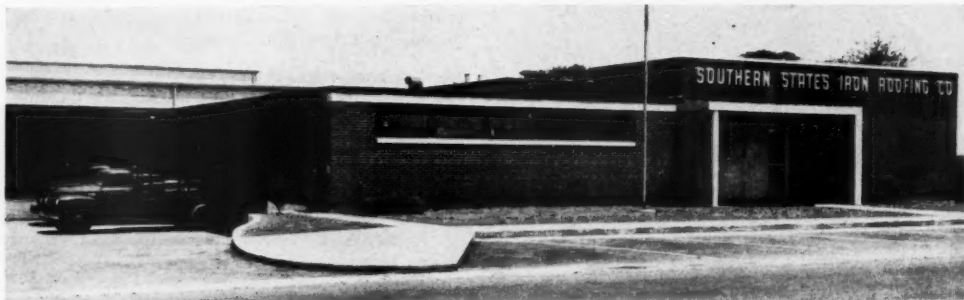
★ ★ ★

Nat Lehman, who is in charge of sales for the **Steelcraft Manufacturing Company**, Rossmyrne, Ohio, was recently elected vice-president in charge of sales promotion and advertising.

★ ★ ★

R. A. Colgan, Jr., has resigned as executive vice-president of the **National Lumber Manufacturers Association** to manage 600,000 acres of forest property in California for the **Shasta Forest Company**.

SSIRCO'S BIRMINGHAM PLANT DOUBLED BY ADDITION



THE SOUTHERN States Iron Roofing Company's plant in Birmingham, Ala., was doubled in size to approximately 120,000 square feet upon completion of the new office and warehouse building shown above. Located at 2828 Fifth Avenue, the building is lighted by fluorescent fixtures and is air-conditioned. It cost \$300,000.

Docks for loading customer trucks are easily accessible. Parking space is handy right in front of the office.

When the new building was formally opened on July 11, a total of 330 Birmingham dealers, roofing and metal contractors, general contractors, architects, and other business and civic leaders signed the guest register. An Open House Order desk was busy all day, with customers taking advantage of special discounts on products.

Guests were greeted by H. O. Nash, manager of Southern States' Birmingham operations; Burch Falkner, branch sales manager;

Lee Bartholomew, vice-president in charge of sales; Marvin Arnsdorff, advertising manager, and the Birmingham sales representatives.

On hand with special exhibits and demonstrations for visitors were factory representatives for the manufacturers whose products Ssirco distributes. The Nelson Stud Welding Company representative, E. E. Zerbe, showed how to use Nelweld studs in applying metal roofing to metal purlins.



TURN TO OCONEE FOR VITRIFIED CLAY PIPE

Clay Pipe's a Must — It Never Rusts!

When you stock a complete line of OCONEE Vitrified Clay Products, you are assured of a steady, profitable business.

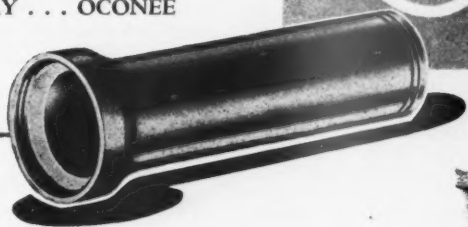
CLAY is everlasting. That is why OCONEE Clay Products are even better than the treasured clay products of ancient days. They Never Wear Out.

OCONEE-ware comes in suitable lengths, ample in diameter, salt-glazed for life and smoothness, uniform, and offers great variety in sizes, fittings and specialties. Made right here in the South to serve you better.

For Permanence . . . CLAY

For Performance . . . CLAY

FOR CLAY . . . OCONEE



OCONEE

CLAY PRODUCTS COMPANY
MILLEDGEVILLE, GEORGIA

Vitrified
CLAY PIPE

CLAY BUILDING PRODUCTS: VITRIFIED CLAY PIPE, FITTINGS, CHIMNEY TOPS, FLUE LINING,
WALL COPING, SEPTIC TANKS, PERFORATED PIPE, THIMBLES, STOVE PIPE, WELL LINING

Pulley Heads New 'Gold Bond' Division

Formation of a new Southeastern Sales Division of the National Gypsum Company has been announced by Dean D. Crandell, vice-president in charge of sales for the Buffalo, N. Y., materials manufacturer. Including the states of Florida, Georgia, North and South Carolina, it will be divided into the Atlanta and Charlotte districts.



WILLIAM H. PULLEY

William H. Pulley, manager of the Atlanta district office for the past 17 years, will be manager of the Southeastern division. He also will continue to manage the Atlanta district.

The Charlotte district, serving dealers in both Carolinas, will be managed by James E. Kirkman, who had been assistant manager of the Atlanta district.

Crandell explained that "the creation of divisional status for the Southeast became advisable due to the large increase in that area in sales of Gold Bond ceiling and wall products. We needed a stronger organization to service our dealers properly in this rapidly expanding market."

Division Manager Pulley said that "this latest step in providing better service for the building industry in this area is an indication of the importance that the Southeastern market has in National Gypsum's planning. We expect to make other moves here, including improvements at our Savannah plant."



JAMES E. KIRKMAN

Experts to Appear at Wallpaper School

What are the new fashion trends in wallpaper? How do you know what type of wallpaper should be used with various kinds of furniture, drapes, and rugs? What relationship does the size and shape of a room have to the color and pattern of wallpaper used? What can I do in my store to promote sales?

These and other questions will be answered by well-known factory representatives, interior decorators, and university professors when the National Wallpaper Training Institute meets at the University of Houston in Texas, September 3-7.

According to James C. Taylor, University of Houston professor who is executive advisor to the institute, the advanced workshops on color harmony will be of particular interest to those who have attended the institute previously.

Among those who will speak are: Hubert Euler and J. E. Seguire, Wall Stylists, Inc.; Harry Rossland, Prager Company, Worcester, Mass.; Frank P. Connolly, John W. Masury and Sons, Inc.; Luther Lalendorf, Columbus Coated Fabric Corp.; Mildred Nelson, Imperial Paper and Color Corporation, Glens Falls, N. Y.; Catherine Blondin, C. Blondin Associates, New York City; Jack Jones, Stamford Wallpaper Company; J. C. Crowell, Kuhn Paint Company, and University of Houston faculty members.

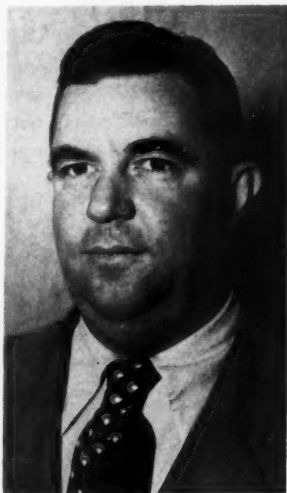
Simplified Plumbing Code Report Issued

The National Production Authority of the U. S. Department of Commerce and the Office of the Administrator of the Housing and Home Finance Agency recently announced the joint issuance of "The Report Of The Coordinating Committee For A National Plumbing Code."

The report contains a proposed permanent national plumbing code designed to standardize and simplify plumbing practices in this country and thus effect a tremendous savings in critical materials.

If adopted, the new code would serve during the present emergency to conserve scarce metals and materials as well as assuring permanent conservation.

Present codes call for 600 to 700 items of cast-iron pipe. The suggested code, by standardization and simplification, reduces these from 200 to 300 items.



MILLWORK MANAGER

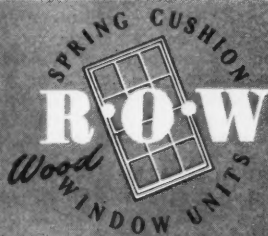
Louis deMontluzin, above, is the new manager of the complete window unit and millwork factory of the Tulane Hardwood Lumber Company at 4200 Tulane Avenue in New Orleans, La. A veteran Tulane employee, he was groomed and trained for the production job by Vice-President Louis G. Riecke. DeMontluzin will assist dealers with millwork take-offs. He will schedule factory production to help dealers meet close building schedules for Tulane millwork.

EVERYBODY LIKES R·O·W *Wood* WINDOWS *-they're removable!*



The carpenter, the painter, the housewife . . . all are enthusiastic about wonderful R·O·W Wood Window Units, the original completely weatherstripped removable window. Designed for flexibility, free action, good ventilation, more light and beauty, R·O·W Wood Windows are the answer when home builders ask for the best. People who work with R·O·W Wood Window Units praise them because they're so easy to

handle; thus save valuable time. Carpenters install them quickly, painters find them easy to work, and they're a real boon to housewives because they can be removed for better, faster cleaning. Yet, they fit snugly, are rattle-free and burglar proof. Ask for complete details.



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DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

AUGUST, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

CEILING PRICES on most construction lumber items look mighty nice to most manufacturers and many dealers now, if they could only get them!

Due to the letdown in building starts and the hold-up of some industrial and commercial projects for lack of structural steel and other scarce materials, the lumber market is sluggish in the common grades and soft in many finish items.

The trend is evidenced by the Bureau of Labor Statistics wholesale price index for June. The building material index dropped for the second month, from the May level of 227.8 to 225.6. Contributing to the decline was a drop in the lumber factor from 359.0 to 352.3, and the dip in paints and paint materials from 163.7 to 161.6.

LUMBER BAROMETERS showed orders and shipments trailing production nationally and regionally in the South. For the week ending July 21, the National Lumber Barometer showed shipments 14.4 per cent under production, and new orders 0.8 per cent less than output. Gross stocks were equivalent to 47 days' production,

LUMBER OUTLOOK

while unfilled orders stood at 26 days' output.

The Southern pine report for the same week showed shipments 14.63 per cent below production, and orders 10.61 per cent under output.

THE JUNE housing start report looked exceptionally good due to an outburst of 42,300 public housing starts to get under the wire before a probable cutback in such for 1951-52 by Congressional action. Total housing starts for the month came to 130,000. This compared with 97,000 in May and 144,300 a year before—most of which were private jobs.

NEW CONSTRUCTION generally took an upturn in June to exceed the May total by 6 per cent. The June total: \$2,700,000,000. The total was 5.3 per cent greater than for June '50. For the first six

months, total new construction was 16.2 per cent ahead of the first half of last year.

F. W. Dodge reported new construction east of the Rockies at an all-time high for the first half of this year—29 per cent greater than the previous record for the first six months of '50.

FALL MONTHS will find dealers probing in new or different directions more intensively to sustain sales volume. Those in or surrounding territories designated as "Critical Defense Housing Areas" stand to get orders for new housing on which the Housing and Home Finance Agency and Federal Reserve Board have relaxed mortgage credit controls.

Among the "Critical Defense Housing Areas" already established in the South and Southwest by the Defense Production Administration are Dover, Del.; Camp Lejeune, N. C.; Lone Star, Killeen, Mineral Wells-Weatherford, San Marcos, Borger, and Brazoria county, Tex.; Huntsville, Ala.; Patuxent Naval Air Station, Md.; Valdosta, Ga.; Tullahoma, Tenn.; Paducah, Ky.; Fort Leonard Wood, Mo.; Norfolk-Portsmouth, Va.; Wichita, Kan., and the Savannah River area, S. C.

An S*B*S survey of dealer plans in several of the areas first declared critical reveals that some dealers have added or plan to add extra personnel, and that they are doing or planning to do more advertising for some of this extra business.

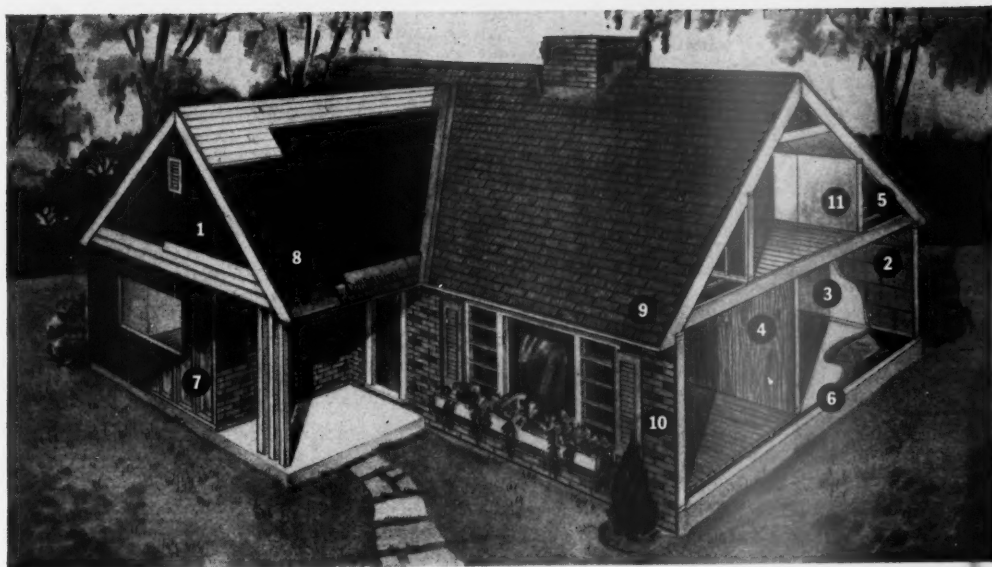
A GRAVER emergency opportunity faces building material dealers in the large area of Kansas and Missouri devastated by the recent floods. Government agencies and manufacturers are dovetailing efforts to pour controlled and other materials into the area to repair or replace homes and other structures.

FOR DO-RATED orders, softwood-plywood manufacturers have been ordered to set aside 25 per cent of their output in September and October, and 30 per cent thereafter. The bulk of the set-aside is requested in exterior grade.



TENTH BIRTHDAY OF TREE FARMS

The tenth birthday of the tree-farm movement in America was marked on June 23 when the plaque in the above picture was placed on Grays Harbor County courthouse at Montesano, Wash. Seen in the picture are Dr. Wilson Compton, Mrs. C. H. Clemons, and J. Philip Weyerhaeuser, Jr. Mrs. Clemons is the widow of the pioneer logger who led the wilderness log harvest on land that now is the Clemons Tree Farm, first of 3,169 certified tree farms in 29 states. Dr. Compton, now president of the University of Washington, was a national leader of tree-farm extensions in 1941-44 as an official of NLMA. Mr. Weyerhaeuser is president of the Weyerhaeuser Timber Company, owner of the 155,000-acre tract. The bronze plaque was donated by American Forest Products Industries, Inc.



CERTAIN-TEED

from top to bottom, inside and out
for enduring, fire-resistant qualities

- 1 **Water-Repellent, Fireproof Gypsum Sheathing.** Tongued and grooved to defy dampness and wind. Greater structural strength than wood. Economical and easy to erect.
- 2 **Fireproof Gypsum Lath.** Plain and perforated.
- 3 **Fireproof Gypsum Plaster.** For base coats. "Plastisized" (easy working) plasters. Gauging and molding plasters. High quality prepared finishing plasters, including Kalite Acoustical Plaster.
- 4 **Fireproof Bestwall Gypsum Wallboard.** Wood-grained wallboards reproducing knotty pine, ribbon mahogany, and figured aspen.
- 5 **Incombustible Fiberglas* Insulation for Walls and Ceilings.** Batts, blankets and pouring wool complying with Federal Specification HH1-521. Famed moisture-resistant Fiberglas will outlast the life of the house.
- 6 **Incombustible Fiberglas* Insulation for Perimeter.** Ideal for surface insulation in basement-less homes.
- 7 **Fireproof Insulating Gypsum Lath.** With an aluminum foil back for insulation and as a vapor barrier.
- 8 **Weather-Resistant Asphalt Felt.** A high quality, thoroughly asphalt-saturated roofing felt. Waterproof, durable.
- 9 **Fire-Resistant Woodtex Shingles.** The artistically blended asphalt shingles with a real raised grain and deep shadow lines. In a variety of colorful blends.
- 10 **Insulating Asphalt Siding.** Fire-resistant, weatherproof, attractive, long wearing. In Bricktex (buff blend, brick red, red blend, light gray blend). Stone design in Graystone.
- 11 **Fireproof Bestwall Gypsum Wallboard.** Plain surface.

*Trade-Mark Reg. U.S. Pat. Off. by Owens-Corning Fiberglas Corporation.



Certain-Teed

REG. U.S. PAT. OFF.

Quality made Certain...Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA



ASPHALT ROOFING • SHINGLES • SIDINGS

GYPSUM PLASTER • LATH • WALLBOARD • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD

Softwood Industry Wants Firm Prices

Members of the Southern Softwood Industry Advisory Committee recently renewed recommendations for a dollars-and-cents ceiling regulation for their industry. The suggestions were made to the Birmingham, Ala., branch of the Office of Price Stabilization.

The group suggested that logs be recontrolled "because it is administratively difficult to control them," and that "general ceiling

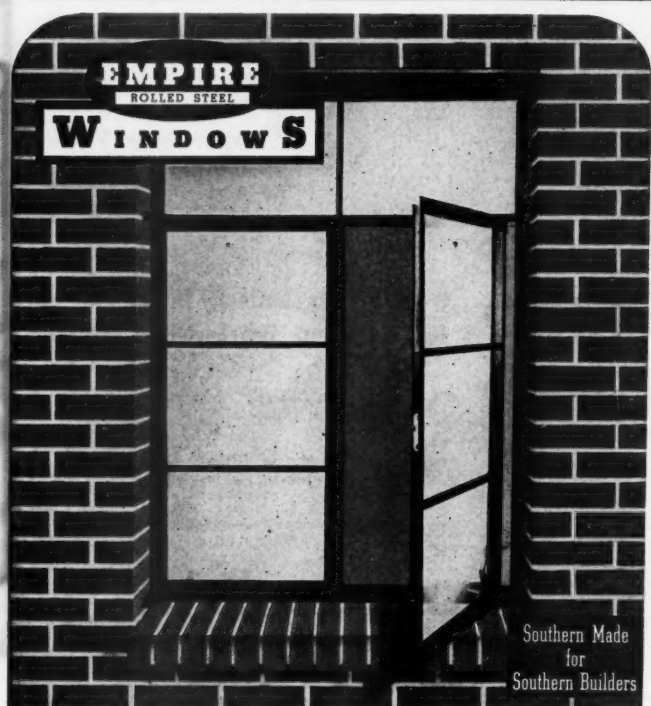
price regulation prices should be the basis for pricing in an industry regulation, provided increased labor and material costs since the base period are taken into account."

Members contended that many feeder mills are closing down because of a dwindling market for green lumber. Costs have increased on logs, tires, twine, planer knives, belting, oil, and mill supplies generally.

Members of the Southern Softwood Industry Advisory Committee include W. Temple Webber,

Texarkana, Tex.; Bruce Anthony, Urbana, Ark.; H. W. Glover, Philadelphia, Miss.; John M. Higgins, Thorsby, Ala.; L. R. Foreman, Elizabeth City, N. C.; T. G. Tilford, Nacogdoches, Tex.; H. L. Manley, Savannah, Ga.; John L. Craig, Kansas City, Mo.; C. E. Klumb, Jackson, Miss.; H. L. DeMuth, Jacksonville, Fla.; R. D. Crowell, Long Leaf, La.; C. S. Jones, Ridgeville, S. C., and Elmon Gray, Waverly, Va.

The price conference was conducted by Norman O. Cruver, chief of the OPS Lumber and Wood Products Branch.



A Complete Line of Finer Windows

The Empire Line of Steel Windows offers opportunities to dealers to handle a steel window product which is rapidly growing in favor with Southern users. This line of windows, properly engineered, accurately and sturdily built, is bonderized to produce a better window, yet sells at competitive prices.

Write for literature.

Residence Casements •

Architectural and Commercial

Awning Windows • Commercial

Projected Windows • Pivoted

Windows • Security Windows

DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

Georgia, SWA Dates Set

The 1952 convention of the Building Material Merchants of Georgia will be held April 23-25 at the General Oglethorpe Hotel near Savannah, according to Counselor J. G. Rowell.

The annual meeting will start with a golf tournament and dance on Monday. Room reservations will be handled through Rowell's Atlanta office.

Rowell, who is also counselor to the Southern Woodwork Association, announced dates for the annual meeting of this special millwork group. It will be held at the Innlet in Ponte Vedra, Fla., November 5-6.

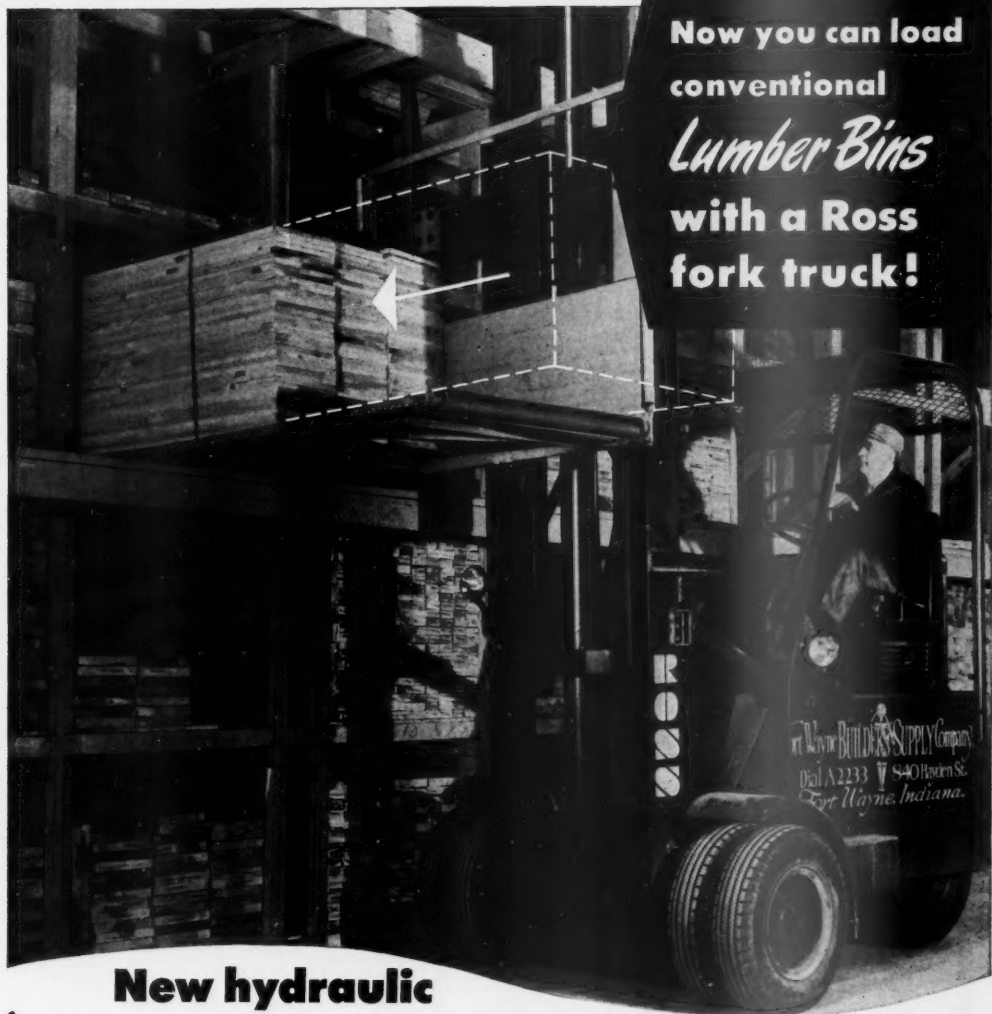
1,000 Hear Red Cedar Shingle Presentations

At a series of meetings held in Nashville, Tenn., Louisville, Ky., Memphis, Tenn., and Savannah, Ga., recently, more than 1,000 dealers, contractors, architects, and applicators were acquainted with the sales and building possibilities of cedar shingles for sidewalls.

George Messner, public relations director of the Red Cedar Shingle Bureau, was the main speaker at all but the Memphis meeting. There, the bureau's Carl Phelps talked of the supply and market for cedar shingles and shakes.

E. T. Allen, sales manager of the Perma Products Company, Cleveland, Ohio, explained the application and versatility of Shaker-town stained cedar shingles.

Lee Bartholomew, vice-president of sales for the Southern States Iron Roofing Company, introduced the speakers. The meetings were held in local Ssirco warehouses, all of which now stock and wholesale the wood product.



Now you can load
conventional
Lumber Bins
with a Ross
fork truck!

New hydraulic "BIN-LOADER" attachment

Permits ready adaptation of Ross Fork Truck lumber handling system to all types of storage sheds. Saves storage space, saves man-power, cuts handling costs.

"BIN-LOADER" does not interfere with normal fork truck operation. In addition, it can be readily detached when desired — on or off in a matter of minutes.

"BIN-LOADER" is easily interchangeable with scoop bucket, snow plow and all other Ross attachments.

"BIN-LOADER" is controlled from the fork truck cab by the driver.



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Direct Factory Branches and Distributors Throughout the World
170 Miller St., Benton Harbor, Michigan, U.S.A.

You'll want all the facts, so...
MAIL COUPON TODAY!

THE ROSS CARRIER COMPANY

170 Miller Street, Benton Harbor, Michigan, U.S.A.

Send details on BIN-LOADER Attachment
for Ross Fork Trucks.

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VENTO STEEL Casement WINDOWS



They Give-

Effortless Operation

Gracefully designed, easy-moving Roto or Lever type operators and locking handles, as specified. Extension type hinge for ease in cleaning.

Weathertight Seal

Double contact construction gives snug fit. Positive cam action locking handle insures weathertight seal around perimeter of the ventilator.

Lasting Service

Solid steel sections; all corners electrically welded; cleaned and prime painted. A permanent installation.

Write us for full information, also facts about Vento steel basement, utility and barn windows; Vento steel lintels for cost-saving block construction.

VENTO Steel Products
CO., INC.

253 COLORADO AVE. • BUFFALO 15, N. Y.

DEALERS

in the NEWS

GEORGIA

ATHENS: Located on the new Macon highway at the edge of this University City, an attractive 36-unit tourist court named the Athens Motel was opened to the public July 22. The motel, which represents an investment of more than \$100,000, is owned by a partnership consisting of Mr. and Mrs. W. R. Bedgood, Mr. and Mrs. Randall Bedgood, and Mr. and Mrs. Tom L. Lane. The Bedgoods are owners and managers of the Bedgood Lumber Company. The senior (W. R.) Bedgood is serving his second term as president of the Building Material Merchants of Georgia.

WEST VIRGINIA

DUNBAR: The Dunbar Supply and Sash Company, a hardware and appliance firm, was recently incorporated here.

KANSAS

SYRACUSE: The Syracuse Lumber Company recently held a celebration in honor of the completion of its newly completed store and office building. It also displayed a four-room house.

SALINA: The new president of the Salina Rotary Club is Norman Holke, general manager of the Leidigh and Havens Lumber Company.

KINGMAN: W. F. Murray was recently honored for his 29 consecutive years of service in the Kingman Lions Club. Murray retired three years ago as manager of the Kingman branch of the Badger Lumber Company, which he had served 42 years.

OFFERLE: Ray Gaskill is new manager of the Co-Op Lumber Company here.

LAWRENCE: Paul Friend has announced plans to build a new brick building with a 150-foot frontage on the site of the Friend Lumber company.

TEXAS

FORT WORTH: The Jefson Lumber Company recently held "open house" to show off its new \$75,000 building.

AUSTIN: Carl Edward Bock, credit manager of the Calcasieu Lumber Company, is new president of the Retail Credit Executives of Texas. He





MUSTANG

Granular ASBESTOS SHINGLES

SOMETHING NEW

From TEXAS

Podner, you might as well face facts. These new asbestos granular shingles in the popular MUSTANG colors: green, tan, coral, and blue, have *sales appeal!* Just latch onto a free sample of the new MUSTANG granular surfaced asbestos shingles and you'll see what we mean! Granular MUSTANGS are as permanent as granite, podner! The ceramic granules stay on the shingle, thanks to a special process which MUSTANG manufacturers have developed and which prevent the granules from rubbing off. And podner, talk about being popular, these four new MUSTANG colors are *tops* in siding colors! They were selected after a survey was made among architects, builders, and lumber dealers.

GET THIS FREE DEAL, PODNER!

*** Remember,
IT PAYS
TO SELL
MUSTANGS**

We're hankering to send you, Podner, a brand spankin' new sample board showing our six colors of MUSTANG asbestos shingles: granular green, tan, coral and blue—also white and dove gray. Just drop us a line and you'll get the specially constructed MUSTANG sample board that will actually help you make more sales of asbestos siding.

Drop us a line today, now, Podner—don't put it off. It means more shekles in your jeans.



107

The ASBESTOS COMPANY of TEXAS

P. O. Box 1082



Houston 1, Texas

is a past-president of the group. . . The Van C. Kelly Lumber Company recently celebrated its 20th birthday. Shortly before that, it took over the King Lumber Company.

AMARILLO: Carl McCaslin has sold his interest in the McCaslin-Scott Lumber Company to Jay Taylor, Lawrence Hagy, and Eddie Johnson. McCaslin will devote his time to operation of his Hereford lumber yard, one of the biggest in the Panhandle. Horace Scott continues to be operating head of the McCaslin-Scott firm.

TEAGUE: J. P. Robinson, manager of the South Texas Lumber Company, announced the firm's re-opening following modernization.

ARLINGTON: Harvey Binion has bought his partner's interest in the Binion-Luttrell Lumber Company. Binion and Ray Luttrell had been business partners for five years.

GARLAND: E. O. Perry, of the Perry Lumber Company, announced that his firm has a new 20x60-foot warehouse. It is made of wood and sheet metal.

EAGLE LAKE: The Alamo Lumber Company was robbed for the second time recently. Nearly \$600 was stolen the first time and \$66.20 the second. The company's office and warehouse are being remodeled.

WEST COLUMBIA: Bob Barta has purchased the interest of his partner

in the Marcus Weems Lumber Company, and has changed the name of the firm to the Bob Barta Lumber Company. Weems, who established the lumber yard in 1939 at the age of 21, has organized the Marcus Weems Construction Company. He took Barta into the lumber firm in 1946. Barta was selected as West Columbia's "Young Man of the Year" last January by the Junior Chamber of Commerce.

LLANO: The Weber Lumber Company here has been purchased by the R. E. Rawls Lumber Company. The new manager is C. K. Francis, of Pampa. Spencer Weber, son and former co-owner of the Weber firm with his father, Alfred R. Weber, continues as assistant manager. The senior Weber has retired after almost 44 years with the lumber business at the same location.

LONGVIEW: The Smith Lumber Company has opened a new building here at the corner of Moberly Avenue and the Ware highway. Manager A. L. Runnels is featuring trademarked and grade-marked Arkansas pine and fir lumber. He is promoting home repairs and improvements.

NAVASOTA: Walter Busse has been promoted from bookkeeper to manager of the Baylor Lumber Company here. Alex Mewis, former manager, has bought a yard that he is operating in Bellville.

CISCO: The White's Builders Material Company recently offered a \$200 reward for help in discovering

who took some \$2,000 worth of plumbing fixtures, screen wire, and paint from the store.

GATESVILLE: The W. F. and J. F. Barnes Lumber Company recently was made dealer for Hotpoint appliances.

HAMLIN: The Paul Bryan Lumber Company has a new warehouse for small items such as nails and other hardware.

McALLEN: The Graff Lumber and Hardware Company changed its name to the Bentsen Lumber and Hardware Company, Inc., last month. Harold Coleman moved from here recently to Harlingen to manage the Harlingen Lumber Company. He formerly was associated with the Graff firm.

MOODY: Lewis E. Wald has been named manager of the Bruce Campbell and Son firm here.

BANDERA: The Alamo Lumber Company showed its new building to the public recently at an "open house."

EL PASO: Ervin Hahn has joined the Atlas Building Products Company as sales manager. He came from Alpena, Pa., where he was export sales manager for the Besser Manufacturing Company.

GALVESTON: Charles H. Moore has announced that the Moore Lumber Company will build a new yard here. It should be ready for operations in the fall. The company's present location is being cleared for a public housing project.

LOUISIANA

CLINTON: The W. A. Hood Lumber Company recently applied for a charter of incorporation. Its capital stock was listed at \$100,000.

GRETNA: The Modern Lumber Supply Company filed articles of incorporation in June.

NORTH CAROLINA

MONROE: Clegg and Helen Keziah and Hiram Orr have incorporated Keziah's Millwork and Supply Company. The firm sells building materials and hardware.

SHELBY: Shelby Concrete Products, Inc., has received a charter to sell concrete structural products.

OKLAHOMA

OKLAHOMA CITY: A recent fire at the Roger Givens Hardware and Lumber Company did damage estimated at \$275,000. The concrete block building was ignited in the main electric distribution panel and the flames fanned by a 30-mile wind.

CHANDLER: The Gordon White Lumber Company is being modernized and enlarged in an extensive building program. Clifford White, co-owner and manager, is in charge.

COLLINSVILLE: Phil Bradbury and Paul Pixley recently purchased

OAK FLOORING AT ITS BEST

We are in a position to ship
Oak Flooring with Air Dried
Yellow Pine Boards. Also
K. D. finish molding and all
pattern stock in pool cars.

Block Flooring—6¾" and 9"
to be laid in Mastic.

HURTSBORO OAK FLOORING CO., INC.

PLANT AT
HURTSBORO, ALABAMA
Phone 129

TIME - TESTED

Year in and Year out
for FULL SATISFACTION



Through ALL Seasons
with PERFECT SERVICE



BALANCES



SIDE

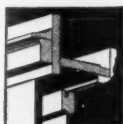
Detailed
instructions
are included in
EVERY Shipment

WEATHER STRIPPED **Thrif-T** WINDOW UNITS

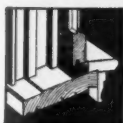
TIME-TESTED Thrif-T Weatherstripped Window Units fear no weather changes — they are made to operate just as easily in bad weather as in good — the same in Winter as in Summer.

Factory-Fitting plus overhead (out of the way) lifetime balances and FULL WIDTH metal weatherstrip on which sash slide freely make Thrif-T the easiest window to operate and the easiest window to sell. (see cuts 1 and 2)

- FRAME COMES READY for EASY and FAST ASSEMBLY (NO SAWING OR PLANING)
- WIDE BLIND STOPS offer ADDED STRENGTH and MAKE FRAME EASIER to SQUARE in WALL
- ONLY TWELVE MINUTES to INSTALL WINDOW
- WINDOW FITS FRAME in GOOD WEATHER and BAD
- WINDOW SLIDES on METAL — this, plus SUPERIOR BALANCES, makes Thrif-T the EASIEST of ALL WINDOWS to OPERATE
- TREATED for LONG LIFE



HEAD



SILL

Install in Twelve Minutes

NO
PLANING
OR
SAWING



**Thrif-T
UNITS
FIT**

OTHER **Thrif-T**
WOODWORK for the HOME

CARRIED IN STOCK

Thrif-T PICTURE
WINDOW UNITS

Thrif-T TWIN
CASEMENT UNITS

MT. VERNON
MANTELS

Thrif-T BAY
WINDOW UNIT

Thrif-T TWIN
KITCHEN
CASEMENT UNITS

Thrif-T WINDOW
& DOOR TRIM

Thrif-T
DE LUXE PICTURE
WINDOW UNITS

"4 in 1"
ENTRANCE FRAME

E-Z-UP OVERHEAD
GARAGE DOOR UNIT

"10 in 1"
ENTRANCE FRAME

Thrif-T DISAP-
PEARING STAIRS

Thrif-T
BASEMENT
UNIT

No. 1332
ATTIC LOUVRE

Thrif-T
TELEPHONE SHELF

No. 960-R CORNER CHINA CASE

Complete Information on Request

WRITE for
NAME of YOUR NEAREST JOBBER

The Thrif-T WARDROBE

Successor to the
Clothes Closet



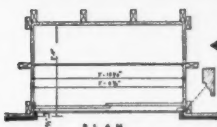
There is no finer woodwork value you can offer. Smart in appearance. Functionally sound. Generous capacity. Easy to install and attractively priced — thus, ECONOMICAL.

- SIZE IS RIGHT
- SPACE 100% USABLE
- QUICK INSTALLATION
- MAIN DOORS SLIDING — EASILY REMOVABLE

One door is open to show ready access to main compartment. Doors slide easily and quietly.



LOTS
of ROOM
for
ACCESSIBLE
and
CONTROLLED
STORAGE



The pleasing simplicity of the Thrif-T Wardrobe — when doors and drawers are closed — confers distinction upon any room.

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer



Roach & Musser Co.

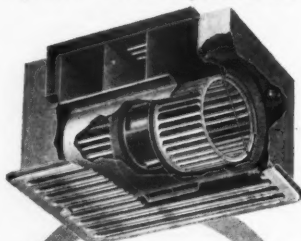
PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

Announcing

THE ALL NEW TRADE-WIND TWIN WHEEL 300 cfm CLIPPER VENTILATOR

Model 1501 is packed with
features • Sensationally
priced • Now in production



DUAL WHEELS
FITS IN 8-INCH JOIST SPACE
FULL 300 CFM — CERTIFIED
EXTRA QUIET OPERATION
EASIER TO INSTALL
INTERCHANGEABLE DISCHARGE
SIMPLIFIED CONSTRUCTION
STANDARD 3 1/2" x 10"
FURNACE DUCT

For the first time Trade-Wind offers a twin wheel ceiling ventilator with interchangeable discharge that develops a full, certified 300 CFM, yet is priced competitively with ordinary ventilators. Equally important to you, Model 1501 is now in production and deliveries already are being made.

REPRESENTATIVES

Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee—H. C. Riglin Co., Inc., 177 Harris St. N.W., Atlanta 3.
Arkansas, Kansas, Oklahoma and Missouri—Curt H. Conrad Co., 4001 Broadway, Kansas City 2.
West Virginia—V. E. Handrickson Co., 4412 Liberty Ave., Pittsburgh 24.
Texas (Baylor Co. only)—Arthur S. Jones, 306 Canterbury Hill, San Antonio 2.
Texas—L. R. Ward Co., 2711 Commerce St., Dallas 1.
Maryland, Virginia, Washington, D. C.—American Engineering Equipment Corp., 122 N. Fayette St., Alexandria.
Louisiana—Cressy Sales Co., 809 Royal St., New Orleans 18.

equipment of Harold Lloyd for their new firm, the Collinsville Lumber and Supply Company.

LAWTON: R. A. Johnson, manager of the Hobart Lumber Company, has bought the yard here of William Cameron and Company.

FREDERICK: Dick Wilkerson has been named manager of the Rounds and Porter Lumber Company here. From Augusta, he succeeds Charles Box, who resigned to move to Wichita Falls.

SAPULPA: Offices of the Stuart Lumber Company have been remodeled with pine paneling and a Celotex ceiling. It also now has a combination heating and air-conditioning system.

FLORIDA

ST. PETERSBURG: The Pinellas Lumber Company has expanded its budget payment plan division and appointed Alfred W. Winter to head this department. Winter previously was an examiner for the Federal Reserve Bank of Cleveland, Ohio.

ARKANSAS

FAYETTEVILLE: The White River Lumber Company was recently incorporated by Jack L. Hoskins, J. M. Bullock, and C. W. Scarsdale. New name of the company is the White River Lumber Products Company of Fayetteville.

FORREST CITY: James Pearson, former manager of the Harlan-Noe-Benton Lumber Company here for years, recently opened his own firm, the Builders Material Company.

SOUTH CAROLINA

CHARLESTON: The Aiken Supply and Cement Company was recently granted a charter to engage in retail and wholesale building supplies. R. B. Russell is president.

MISSOURI

SALISBURY: Don Gamble has moved here from Plattsburg to manage the Logan-Moore Lumber Company yard. Former Manager John E. Bertsch resigned to devote his time to the City Hardware Company.

PLEASANT HILL: Allen Kirk now supervises the yard for the Alexander Lumber Company in Kansas City. He formerly was manager of the Benson Lumber and Supply Company's Pleasant Hill yard.

MOBERLY: The Cross Lumber Company has completed its new showroom and offices. The 44-year-old firm began its remodeling program last winter.

ROLLA: The Frank B. Powell Lumber Company has reopened its kitchen and plumbing display room. A contest was held to help publicize the remodeled department.

KANSAS CITY: The R. L. Sweet Lumber Company has increased its storage space through a lease of an

adjoining plot of ground 300 by 140 feet.

SEDALIA: W. M. Johns and R. M. Johns have dissolved their partnership as S. P. Johns and Sons, retail lumber dealers. W. M. Johns, the retiring brother and son of S. P. Johns, who founded the firm in 1880, for many years was postmaster of Sedalia. R. M. Johns will continue to operate the firm under the name of the S. P. Johns Lumber Company.

PERRY: John D. Robey, manager and senior partner of the Robey-Robinson Lumber Company, recently celebrated his 55th year in the lumber business.

LIBERTY: The Badger Lumber Company has a new 120x96-foot shed for lumber storage.

Obituaries

WILEY L. WARD, 69, died in Randolph Hospital, of which he was a director, in Asheboro, N. C., on July 19. He was president and general manager of the General Hardware and Lumber Company in Asheboro. A former president of the local Chamber of Commerce, he was a trustee of the Central Methodist Church, and a member of the Zoning Committee and the Rotary Club. His second wife, five sons, two daughters, stepson, and brother are among Ward's survivors.

CREIGHTON C. GRAVES, 52, recently made president of the Huttig Sash and Door Company of Texas, died July 23 in Dallas after a three-day illness. He had been with Huttig 20 years. Surviving are his widow, mother, and two daughters.

WILLIAM M. WATTSON, 64, treasurer of Hoo-Hoo International since its reorganization 20 years ago, died June 25 in a Minneapolis, Minn., hospital after brief illness. Well known by Hoo-Hoos and lumbermen throughout the nation as "Doc," Wattson was secretary-treasurer of the T. M. Partridge Lumber Company. A Shriner and Methodist, he was past-president of the Twin Cities Hoo-Hoo Club and of the Mississippi Lumber and Sash and Door Salesmen's Association. Surviving are his widow, two sons, and a daughter.

G. S. BODDIE, 72, pioneer lumberman in south Arkansas, died in Camden recently after a long illness. Besides his widow, he leaves a son and daughter.

LAWRENCE DIAMOND, 67, who had been in the lumber business during his entire career, died July 14. He was secretary-treasurer of the George W. Owens Lumber Company in Dallas, Tex. He is survived by a widow and son.

LAWRENCE F. STEELE, advertising manager of the American Floor Surfacing Machine Company, Toledo Ohio, fell overboard from his motorboat near the Toledo Yacht Club on July 4 and was drowned. Surviving are his widow, son, three daughters, and mother.

Do you remember this TEN BILLION DOLLAR LAWN PARTY?



The "Certigrade Home," a model of which was presented by Senator Homer T. Bone to the Senate of the United States as an example of the small-home building program sponsored and encouraged by the Federal Housing Administration. The "Certigrade Home" was designed by National Plan Service and was dedicated to the lumber dealers of America by the National Retail Lumber Dealers Association, whose directors and officials are shown in the photograph above.

It Started the Biggest Building Boom in U. S. History...

FIFTEEN YEARS AGO, the house pictured above was hailed nationally as the *first* to receive a loan insured by a new government agency known as the Federal Housing Administration. Many of the nation's prominent building officials visited the site of the all-shingle "Certigrade Home" in Arlington, Virginia, for the dedication ceremonies. Probably none of them could have foreseen that their gathering was the kick-off for the world's greatest building boom. Since that day, the F. H. A. has insured loans in excess of ten billion dollars for *small home* construction alone, in addition to an almost incalculable amount for multiple family dwelling construction.

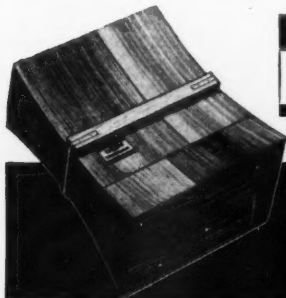


The same house today... 15 years old!

Cedar shingles on the roof and walls are just as insulative, just as beautiful as they were when the house was dedicated as F. H. A. Loan Number 1.

THE IMPORTANCE OF CEDAR SHINGLES TODAY...

Last month, without any "dressing up," we had a photographer visit the Certigrade Home to take the picture at the *left*. Notice that the roof and walls of "Certigrades" are just as attractive today as they were fifteen years ago. A remarkable testimonial to the long years of service you and your customers can expect from cedar shingles... and a strong recommendation to those who have the responsibility of selecting materials for government housing projects.



RED CEDAR SHINGLE BUREAU

5510 WHITE BLDG., SEATTLE 1, WASH. or METROPOLITAN BLDG., VANCOUVER, B. C., CANADA

POWERHOUSE CEMENT. The advantages and characteristics of this new Baldwin-Hill finishing cement that insulates, are described in a two-color folder entitled "One Coat Is Enough." The Baldwin-Hill Company, 500 Breunig Avenue, Trenton 2, N. J.

OVERHEAD DOORS. Catalogs show and describe How-ell-dor overhead-type doors and electric operators for industrial and residential garages and other uses. Separate drawings show installation details. The Howell Manufacturing Company, Cottman Street and Hasbrook Avenue, Philadelphia 11, Pa.

CONCRETE MIXES. Chart shows five recommended standard mixes for lightweight insulating perlite concrete. Mix proportions by volume and materials required for one cubic yard of placed concrete are shown for standard desired dry concrete properties. The Perlite Institute, 35 West 53rd Street, New York 19, N. Y.

PRESERVATIVE SPECIFICATIONS. A 17-page bulletin contains 60 specifications and an abstract of each for use of pentachlorophenol wood preservative. These are the specifications issued by state, federal, and armed forces agencies. The Monsanto Chemical Company, St. Louis 4, Mo.

PLUMBING DATA. Helpful information on details of plumbing systems for both new and existing houses is contained in Circular G5.O, in a series of pamphlets on small homes. It includes a table on cost comparison for water heaters and a table on types of various plumbing fixtures with their characteristics. Available for 10 cents from the Small Homes Council, University of Illinois, Urbana, Ill.

MATHEMATICAL HELP. Revised loose-leaf data book contains mathematical tables and formulas needed to solve problems in arithmetic, geometry, algebra, trigonometry, and calculus. The 176 pages are arranged in six thumb-indexed sections for quick reference. Book costs \$1.50. Lefax Publishers, Philadelphia 7, Pa.

WALL-FORM CATALOG. Latest information on the Symons Forming System is contained in a new 34-page catalog. The booklet gives

specifications, material and equipment necessary, time required, and cost figures on actual jobs. Free from the Symons Clamp and Manufacturing Company, 4249 Diversey Avenue, Chicago 39, Ill.

PLYWOOD BUYING GUIDE. Telepy Ticker price lists show sizes, thicknesses, and quantity breakdown prices for over 30 species of plywood. Folders also show fir plywood grade designation chart, showroom displays, installation photos, pine molding patterns. Write for Telepy Tickers No. 532 and No. 533 from the Aetna Plywood and Veneer Company, 1743 Elston, Chicago 22, Ill.

WOOD PRODUCT PROMOTION. "Radio Scripts" contains 20 pages of radio spot announcements of from 20 to 60 seconds promoting Nu-Wood, Balsam-Wood, and Tufflex. A 24-page dealer ad mat booklet also is available. Set "906-315" is free from the Advertising Department, Wood Conversion Company, First National Bank Building, St. Paul 1, Minn.

PAINTING METAL ROOFS. Eight-page booklet contains information on painting terne metal roofs. A full-page chart lists recommendations of 37 major paint manufacturers for primer and finish coats. Folsanbee Steel Corporation, Pittsburgh 30, Pa.

"DEALER DISPLAY Suggestions" contains ideas for making displays of Armstrong M-67 Monowall. It also gives tips on effective color combinations for use with each display. The Armstrong Cork Company, Lancaster, Pa.

COLOR SCHEMES. "Treasury of Color" contains many full-color pictures of rooms designed by top decorators. Hundreds of color schemes for various rooms are given, with directions for obtaining exact colors pictured. The 12x14-inch book sells for \$20 unless purchased through a dealer of the Martin-Senour Company, 2520 South Quarry Street, Chicago, Ill.

ADVERTISING AIDS. New Dealer Ad Guide shows free mats available for newspaper advertising of Marlite plastic-finished wall panels. The guide also include copy suggestions for other advertising media. Marsh Wall Products, Inc., Dover, Ohio.

GALVANIZED WINDOWS. New booklet fully covers hot-dip galvanizing of steel windows. Detroit Steel Products Company, 3227 Griffin Street, Detroit 11, Mich.

Helpful Literature

Mostly free—Some for a fee

WONDER Development of the Building World!

Finest Frames ever made—Most reasonable prices

ONE-DER FRAMES

Complete One-Piece Metal Frames
for any type of Construction

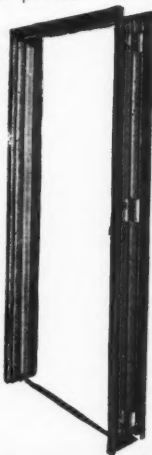


Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No finish carpenter labor required. Nothing extra to buy.

Made of 18-gauge steel, welded for strength, the frames are treated for rust prevention. They come with a prime coat of light gray Zinc Chromate and are easily finished with one coat of paint—even for light colors.

Prompt Delivery anywhere in the U. S.

ONE-DER FRAME
Corporation



Write for full
information

2109 Third Ave., North

Birmingham 3, Ala.

Silver Comet

ONE COAT ALUMINUM PRESERVATIVE

**NO ASPHALT
NO COAL TAR**



Dealers sell this easily applied and amazingly efficient and durable preservative for old and new roofs. It is a heavy solution of SCO-CO Cotton Seed Oil Gum (Cotton Rubber) and metal-flake Aluminum, materials impervious to exposure and weather. Contains no asphalt or coal-tar, and has low carbon and no dye content.

CROSS-SECTION OF ROOFING

INSULATES



Economically insulates by radiation. Heat-rays literally bounce off its reflective surface. Yet Silver Comet Liquid Roofing has no objectionable glare.

PRESERVES



Preserves all asphalt-type roofs by sealing in the asphalt oils, preventing drying out and cracking . . . On metal (including sheet aluminum) or composition roofs (including shingles), Silver Comet protects against corrosion and decay.

BEAUTIFIES



Silver Comet beautifies by hiding all signs of deterioration and corrosion under a smooth silver-like surface of subdued sheen. No objectionable glare.

LONG LASTING



Silver Comet contains no asphalt or coal-tar to crawl, harden or crack open. Its base is SCO-CO processed Cotton Seed Oil Gum (Cotton Rubber) which forms a tough, thick leather-like "skin" leaving the undercoat flexible and elastic. Because of the resulting inherent "stretch," Silver Comet withstands vibration, contraction and expansion. It gives without softening under the hot sun, or cracking when cold. IT STAYS PUT, smooth and impermeable.

Write for illustrated folder and dealer price list.



after 9 years

This close-up photograph shows an actual roof section, partly coated 9 years before. The unprotected area has deteriorated badly, but the SCO-CO treated area is still in excellent condition. THIS PRODUCT REALLY DOES A JOB!

SOUTHPORT PAINT CO., Savannah, Ga.

AUGUST, 1951 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

ART CONSCIOUS

(From page 37)

His favorite medium is pen and ink but he also uses chalk, water colors, pencil, and oils. Once he tried a novel new medium—asphalt. By dripping warm, liquid asphalt through a small hole in the container, he made shapes on the paper.

Willingham's keen sense of humor shows up occasionally in his hobby. On the walls of his backyard studio there is only one picture. It is cut into odd-shaped pieces and stuck in several places on the walls with thumb tacks. After completing this oil painting to enter a recent exhibition, he asked his wife, Josephine, what she thought it was worth. She said \$25 for the whole thing, including the \$12 frame. His somewhat more generous cook thought it might be worth \$35. And so after winning nothing in the exhibition, the painting was cut into pieces, which "improves its looks considerably," according to Willingham.

His hobby is benefitting the citizens of Macon in two ways.

One is an annual contest he started in 1949 for Negro school children of Bibb county. Negro schools in Macon offer no art instruction of any kind, so the contest serves to bring out latent artistic talents as well as to give the children greater feeling of self expression.

"The idea is not particularly new," he said, "but it hadn't been done in Macon." He went to the Booker T. Washington Community Center to explain his idea.

Judges are instructors at Wesleyan College and Mercer University in Macon, and other local professional artists. The first year Willingham offered the \$35 in prizes himself. In 1950 and 1951 friends have helped contribute to these cash prizes.

Willingham is kidded about a young Negro boy who likes to caddy for him in order to discuss art—and to find out how the judges pick the winner each year. After winners were announced one year, this caddy commented that he didn't agree with the judges about their choices and wondered why

his picture hadn't won a prize.

So Willingham traded him a baseball for the picture, described by the youth as an "oily" but which turned out to be a rather loud water color. This picture is kept in a box with many other pictures Willingham has bought or was given by prominent artists or budding professionals.

His other great interest that is benefitting Bibb county is the Macon Art Association, of which he was treasurer until recently.

A year ago this group was \$75 in the hole—now it has over \$900 in its bank account, which will be used to repair an old house that the City of Macon recently donated to the group to make into Macon's first art gallery.

The budding art gallery now has about 15 pictures of its own.

The one of Willingham's paintings that has received the most publicity is an oil painting of the lighthouse at St. Simons, Georgia. It was one of four he donated to an exhibition to raise funds for the gallery.

A department store bought the painting and presented it to an elementary school to hang in the hall. When it was presented, Willingham made a short talk encouraging the students to take up art as a hobby.

Both Willingham and his wife enjoy collecting pictures to hang in their home. Among these are works of foreign and American artists, as well as some local painters. Among them are modern prints by Lionel Miskin, an English artist Willingham met during the war.



Famous TANDROTINE has been returned to the market by popular demand! TANDROTINE is recommended wherever a high grade paint, enamel or varnish thinner is required.

Preferred by professional painters and homeowners alike, TANDROTINE has a high flash point, pleasing odor and is non-irritating. It's excellent for thinning, cleaning brushes, removing paint and grease, dissolving wax and a hundred other household uses.

TANDROTINE is a high grade product . . . as fine a thinner as any on the market and selling for a very economical price! Get new profits, bigger sales . . . Stock TANDROTINE today!



Georgia-Pacific Ads Win

The Georgia-Pacific Plywood Company has received an award for outstanding industrial advertising from the National Industrial Advertisers Association.

It was presented at NIAA's annual meeting to Graham Rohrer, advertising manager and public relations director, for the Georgia-Pacific advertising campaign on plywood, lumber and services directed to industrial users of plywood, hardwoods or lumber in finished products or in the manufacturing processes.

More than 300 advertising entries were screened by a panel of 24 judges comprised of copy and layout authorities, advertising and sales managers.



Prize Package

That's our package up there and we hope you'll pardon us if we put it on a pedestal. It's the best cement package we've ever seen, and we think it rates a place of honor.

It's a bag that's strong, durable and tough—as nearly perfect as we can get it. The Cumberland packaging experts worked a long time to find that bag. And they're still working—testing and experi-

menting continually to make sure you always get Cumberland Cements in the best possible container. You want clean, sturdy packages—Cumberland sees that you get them.

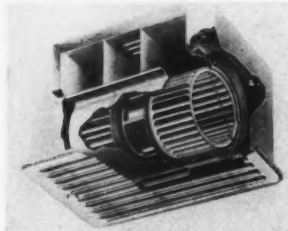
Providing dependable packaging is only one of our many ways of assuring your satisfaction. For better service, better cements, more know-how all along the line, look to Cumberland.

Cumberland
PORTLAND CEMENT COMPANY
Chattanooga Bank Building • • • Chattanooga 2, Tenn.



Portland — High Early Strength — Air Entraining — Masonry

PRODUCT PARADE



342—Kitchen Ventilator

Trade-Wind Motorfans, Inc., 5725 S. Main St., Los Angeles 37, Calif., now makes a new ceiling model ventilator for kitchens and all small rooms up to 1,000 cubic feet. This model 1501 Clipper ventilator has dual blower wheels and interchangeable horizontal and vertical discharge.

Its relatively slow speed assures quiet air movement. The tiny motor—only 1/30th HP—is completely isolated from greasy air stream.

The metal housing is permanently installed between joists. The unit is 7¼ inches high, 8½ inches wide, and 14 inches long.



343—Mixed Paints

Acme Quality Paints, Inc., Detroit, Mich., now offers dealers a chance to get into the custom-mixed paint business for \$150.

The Fashion-Right color service requires a dealer to stock only nine tinting base colors and white. A

"color-eye" machine is set so that when the correct amount of a specific color has been poured into the paint can, a stop signal flashes on.

Besides the various possible colors, four different finishes are possible—flat, eggshell, semi-gloss, and gloss.

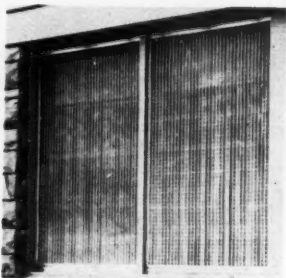


344—Shade Screen

The KHP Milwaukee Steel Company, 4600 West Mitchell Street, Milwaukee 14, Wis., announces the tension bar shade screen, with angled louvers to deflect the sun's heat.

These screens allow full ventilation and air circulation, yet prevent faded rugs and furniture. They eliminate glare. Insects can not get through.

These screens are quickly installed by snapping them into place. They roll up for easy storage. According to the makers, they need never be painted and will not wear out.



345—Strap Cutter



The Acme Steel Company, 2840 Archer Avenue, Chicago 8, Ill., has introduced the E14AO strap cutter, a lightweight tool designed to cut flat steel strapping up to ¾ by .035 inch with minimum effort.

A band guide prevents straps from wedging sidewise between blades. The flat lower blade permits easy insertion.

Measuring 9½ inches long, the strap cutter weighs 1 pound.



346—Dual Glazed on Job

Steel sliding doors and windows that are dual-glazed on the job to provide the benefits of factory-sealed double glazing are now available from Steelbilt, Inc., 4801 East Washington Boulevard, Los Angeles, Calif. The new product, known as "Thermo-glaze," was researched and field tested for two years before put on the market.

Dry air space between the two panes is sealed at the time of glazing

For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES.

Please send us information on the numbered items checked below:

342..... 343..... 344..... 345.....
 346..... 347..... 348..... 349.....
 350..... 351..... 352..... 353.....
 354..... 355..... 356..... B-552.....
 B-553... B-554... B-555... B-556...
 B-557... B-558... B-559... B-560...
 B-561... B-562...

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,
 806 Peachtree St., N. E.
 Atlanta 5, Ga.

NAME.....

POSITION.....

FIRM.....

MAIL ADDRESS.....

THE BIG STAMPEDE IS ON FOR ZONOLITE'S FALL INSULATION ROUNDUP!



ZONOLITE® Hits the Profit Trail Again!

It's a real rodeo, pardner. A sales-making shivaree that's bigger and better than ever this year. Get your branding iron (Zonolite brand, that is) and join the fun. Be sure you ain't missin' the profits this fall and send the coupon in today. Billboards, radio, national ads, newspaper ads, television spots, direct mail, window and counter displays and publicity hit the trail with us. Act now.

ZONOLITE Company

135 S. LaSalle Street

Chicago 3, Illinois

Zonolite Co., 135 S. LaSalle St.
Dept. SBS-01, Chicago 3, Ill.

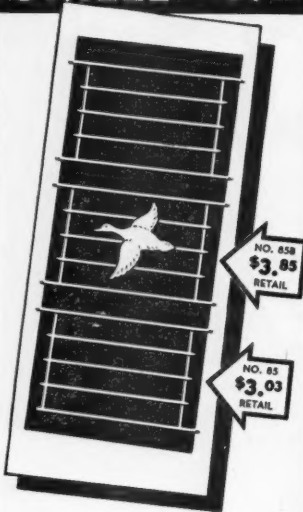
- ☐ Send me full details on ZONOLITE'S Fall Insulation Roundup at once.
- ☐ Please have a ZONOLITE representative see me as soon as possible. I'm all set an' rarin' to go on the Fall Insulation Roundup.

Name.....

Address.....

City.....Zone.....State.....

COFFMAN'S SCREEN DOOR only GRILLE \$3.03



Prices F.O.B. Factory
See Your Jobber

Economical

Priced within the range of all home owners. Suitable for F.H.A. homes.

Strong

Strongest for the price. 3/16" x 1/2" iron, electrically welded—rigid. White enamel finish.

Attractive

Compares favorably with more expensive grilles.

Universal Fit

Flush mounts on any screen door with four screws. Size 30 1/4" x 16 1/2".

PORCH POSTS
MAIL BOXES
RAILINGS
SCREEN DOOR GRILLES
WINDOW GUARDS
CANOPY BRACKETS

Manufacturers of the Original
"Complete Builder's Line"
of Hand-Wrought Ornamental Iron

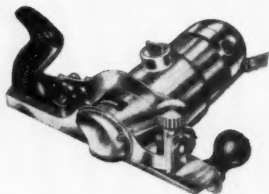
Write for Catalog SBS

The R. J. Coffman Co. Inc.
ORLANDO FLORIDA

by a patented rocker type glazing bead. This exerts a metal-to-rubber-to-glass pressure. An easily operated patented dehydrator is said to maintain dehydration of the insulating air space.

Other features of Steelbilt doors and windows are thin rolled steel frames that permit maximum glass area; spring-loaded roller guide; stainless-steel ball bearings; removable mullions to simplify painting, and solid bronze hardware.

347—Power Plane



Stanley Electric Tools, New Britain, Conn., announces the J38 plane, a new power plane that makes cuts up to 1-13/16 inch wide.

Control of air flow from the motor ventilating system and chip flow from the cutter itself is combined to provide positive disposal of chips to the rear and downward away from work.

The fence can be tilted for angle planing up to 45 degrees inboard and 15 degrees outboard. The motor is 1/2 HP, with 20,000 RPM.

348—Floor Sander

The Porter-Cable Machine Company, Syracuse 8, N. Y., announces a new addition to its line of Speedmatic floor sanders, the 2 HP model 504 "Contractor Special."

Overall width is 13 3/4 inches; length, 36 inches; height, 36 inches.

The interchangeable drum cover can be renewed in three minutes on the job, eliminating costly delays. Its fan picks up 97 per cent of the dust. Drum pressure control enables operator to select one of five stages of cutting pressure, eliminating guesswork. This also equalizes the wear of the abrasive paper, adding to its life.

349—Garage Door

The Strand Garage Door Division of Detroit Steel Products Company, 3227 Griffin Street, Detroit 11, Mich., now makes a new 9x7-foot all-steel garage door of the canopy type.

This wider Strand door projects 63 inches when open and provides a protecting canopy that shields against sun or rain. Constructed with rugged, X-type steel bracing, the doors are accurately made for smooth operation and long wear.

According to the manufacturer, this canopy door is the easiest to install.

Strand's line includes galvanized

steel garage doors in various sizes of the canopy type, receding or track type, and double-door receding type.

350—A-Bomb Window

The Pittsburgh Plate Glass Company, 632 Duquesne Way, Pittsburgh, Pa., has developed a special window glass to minimize the effects of an atomic bomb blast and other explosive forces.

Called Flexseal Bomb Glass, it consists of an outer sheet of glass, a middle layer of partially segmented polyvinyl butyral plastic, and a third layer of four triangle-shaped pieces of glass. The plastic will stretch up to 400 per cent.

The glass-plastic laminate is said virtually to eliminate dangers of flying glass. When normal atmospheric pressures are exceeded, the window automatically opens by folding about its edges, preventing the window frame from being blown in.

After an explosion, the segments may be returned to position.

351—Floor Polisher

Red Devil Tools, Irvington, N. J., announces a new "floor conditioner," said to be powerful enough for commercial use yet priced for household use.

This machine is used on floors of wood, linoleum, rubber tile, composition, and cement.

Featuring a streamlined steel housing and handle that stands by itself, this model FP-33 is used for scrubbing, polishing, waxing, and buffing. At slight extra cost, it is equipped with such attachments as steel wool pads and coarse and fine sandpaper discs.

No tools are required to snap the twin brushes into place. These two 6-inch brushes rotate in opposite directions and enable the machine to sweep a full 12-inch path. The complete unit, which weighs 10 pounds, is approved by Underwriters Laboratories.

352—Steel Roof Deck

A new corrugated steel roof deck is being mass-produced on a rotary corrugator for the first time by Granco Steel Products Company, of Granite City, Ill.

Developed for use on industrial buildings, the wide-cover Granco roof deck is available in lengths up to 14 feet 4 inches. Its wide-cover means that the total number of side laps is reduced and erection labor saved. Each sheet covers up to 35

square feet, which is 50 per cent more than the conventional deck. Handling and shipping charges also are reduced by the larger dimensions.

Other advantages claimed for Granco roof deck are that the pattern is more uniform than that of sheets stamped by the conventional press method; conventional rib depth permits maximum flexibility of building design; baked-on rust-inhibitive paint serves as primer or permanent finish.



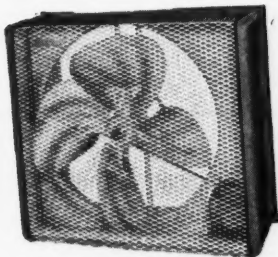
353—Window Fans

The Murray Fan Company of Texas offers new electric window fans in two sizes, 20 and 24 inches, which provide ample ventilation for the average home or apartment.

Finished in non-fading ivory enamel, these fans operate quietly. Their lifetime bearing requires no lubrication.

Fine mesh guard protects window curtains and careless fingers. Windows may be opened or closed with fan installed.

Adjustable mounting panels pro-



vide maximum expansion to fit nearly every window. Easily installed with only a screwdriver.

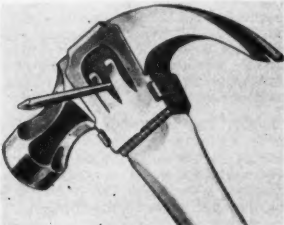
The Murray Company engineers and makes these fans as precisely as the quality cotton-gin equipment for which the firm is world-famous.

Complete sales program on these and a full line of attic fans available to dealers through distributors. Write for details to The Murray Company's Fan Division, 177 Harris Street, N. W., Atlanta 3, Ga.



354—Third-Hand Clip

The Ameco Company, LeCenter, Minn., has introduced the Third Hand nail clip for hammers. This tested gadget consists of a stamped steel



DELUXE Superlite[®] PANELS

**ELEVEN
TWELVE COLORS**

...available in 12 pleasing colors. Sheets come in solid colors, 4" x 4" tile effect, Leveline (horizontal lines on 8" centers). Leatherwood (a grained leather effect) is available in 4 colors.

**DURABLE
BAKED FINISH**

... baked on for extra lustre and extra wear resistance.

**ROUNDED-EDGE
SCORE LINES**

... give realistic deep shadow effect.


LARGE SHEET SIZE

... up to 12 ft. long, reduces application cost ... and no premium for long lengths.


Superlite Panels are sheets of Masonite Presdwood, surfaced with a high-gloss, durable baked-on plastic finish in twelve colors. Available in sheet sizes 4 ft. wide, and from 4 ft. up to 12 ft. long. Finished four ways: solid colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in Leatherwood (a grained leather effect), in four colors and in sheet size 4 ft. x 8 ft.



LEATHER-
WOOD



TILE EFFECT



LEVELINE

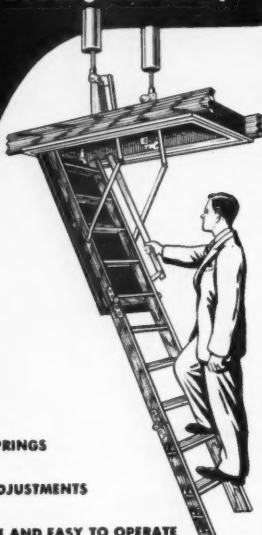
Also available in plain sheets.

SUPERIOR WALL PRODUCTS CO.

4401 N. American St., Philadelphia 40, Pa.

"for more than a decade"

PRECISION folding stairway



NO SPRINGS

NO ADJUSTMENTS

SIMPLE AND EASY TO OPERATE

A slight pull of the cord and the cleverly engineered counter weights silently ease the stairway into down position. The same counter weights return the stairway to its up position with equal ease.

RUGGED AND STRONG

Construction of No. 1 kiln dried poplar throughout. Brackets and rocker arms made of cast aluminum, hinges of cast brass. Trim is not furnished. All parts are numbered and interchangeable. Frame is made to fit 26" x 54" opening in ceiling.

INSULATED

Panel is insulated with Cellufoam and protected with tough chip board.

SAFETY TREAD

Each step is covered with regular running-board composition safety treads. Adds to appearance as well as safety.

FITS ALL CEILINGS

The stairway fits any ceiling from 7 feet to 9 feet, 9 inches figured from finished floor to finished ceiling. Runners are graduated to facilitate cutting off at different heights. Two standard sizes: 8' 9" fits from 7' to 8' 9" ceiling, 9' 9" fits from 8' 9" to 9' 9" ceiling.

REQUIRES NO ATTIC SPACE

Full height above attic floor is only 36". Folds completely into 26" x 54" opening in ceiling.

SHIPPED IN 1 PACKAGE

Precision Stairways are packed completely in one heavy carton, assembled and ready for installation, which offers a considerable savings over other attic stairways. Shipping weight 125 pounds. Sold by more than 12,000 dealers in U.S.A. and Canada.

For complete information write us today

Manufactured by

PRECISION PARTS CORP.
Nashville 7, Tennessee

form that slips over the head of the hammer and is securely fastened by the insertion and bending of ears through slots.

The result is that on both sides of the hammer head are clips for holding all nails from shingle nails to spikes. It gives the welder a hammer's length extra reach in all directions.

Thus it is called the Third Hand hammer nail clip. It is handy for doing form work, roof framing, scaffolds, laminated trusses, sign work, and countless other tasks where reaching is required. It eliminates the need for a step-ladder in many jobs.

355—Kitchen Fan

The Ilg Electric Ventilating Company, 2850 North Crawford Avenue, Chicago, Ill., announces a new kitchen ventilating fan, model LC10, that is built into the wall.

Made with adjustable sleeves to fit various wall thicknesses, No. 8151 has an expansion range from 4½ to 6 inches and No. 8153 a range from 5¼ to 9 inches. It delivers 500 cubic feet of air a minute.

The grille is held in place by one thumb screw for removal for cleaning. The fan and motor assembly

also are easily accessible for cleaning or adjustment.

A weatherproof door-seal keeps out wind, rain, and cold when fan is not used.

356—Glass Door



The Libbey-Owens - Ford Glass Company, Nicholas Building, Toledo 3, Ohio, has introduced a decorative glass door for homes, offices, and other buildings.

This interior patterned glass door comes completely equipped, ready to hang. It permits transmission of a soft light, yet maintains privacy.

tween rooms. The hardware is bronze finished.

The door is a single slab of ¾-inch thick Blue Ridge glass, patterned on both sides. It comes in three standard sizes: 3 by 7 feet, 3 by 6 feet eight inches, and 2 feet 8 inches by 6 feet 8 inches.

Special sizes can be ordered.

PRODUCTS IN BRIEF

For full details on these new products, return coupon page 62.

B-552. Seal-All clips interlock shingle sections to prevent raising of asphalt tabs. These solid copper clips eliminate surface nailing, will not rust out, and can be inserted during or after shingle application.

B-553. Youngstown now makes a 48-inch cabinet sink with twin bowls and hide-away cutlery shelf. It has a swinging mixing faucet, crumb cup containers, backsplash, impressed soap dish, recessed toe and knee space, and other features.

B-554. Rapistan gravity conveyors can now be equipped with a flow diverter that connects at any point on a permanent line. Temporary spur lines can be set up quickly with this attachment.

B-555. Shieldall permanent aluminum awnings are designed with a special system of interlocking panels to make them leakproof. They are made in nearly any color or combination of colors in 42-, 52-, and 56-inch widths.

B-556. Vulcrete is a new synthetic rubber flooring material noted for strength, long life, and high resistance to acids and other destructive agents. It also can be used to patch, level, or resurface worn floors.

B-557. The Window Charm window blind is made of 3-inch vertical adjustable panels of celanese fabric. A hidden lever operates the louvers.

It may be used separately or combined with drapes or curtains.

B-558. The Hako Econ-o-Kit packaged set of tools for installation of asphalt and rubber tiles and linoleum enables home-owners to do their own work. It contains a spreader, knife, scribe, tape measure, chalk, and chalk line.

B-559. The DH-120 "extra-duty" chain saw is again available for civilian use. Previously all shipments of this Henry Disston product went for Korean defense.

B-560. Billings Whiz Bits are designed for high-speed drilling of hard or soft woods, plywood, fiberboard, plastics, and mica. They are used in electric or pneumatic portable drills and in drill presses at speeds ranging from 450 to 3,500 RPM.

B-561. Formica laminated-plastic decorative sheets will be made as large as 48 by 120 inches in the early part of 1952. The new size will eliminate need for joints on many outside surfaces and will increase flexibility in cutting pieces from stock sheets.

B-562. The Saffi-Cut circular saw blade has only 10 or 12 cutting teeth instead of about 100 found on conventional blades. It is said to give smoother cuts faster, with about 30 per cent less power consumption.

Strictly WHOLESALE

Imports Strange Woods

Orlando, Fla., may become the distribution center in the United States for a new line of South American plywood and lumber, according to Perkins Hamilton, general manager of the Hamilton Plywood and Lumber Company.

His firm recently was made United States distributor of "Dutch cedar" plywood and copie and possum lumber imported from Surinam, near Dutch Guiana.

Copie is used in South America for railroad ties and house siding. Possum is adaptable to paneling and carpentry where an easily-worked wood is desirable.

Shipp Heads NPDA; Ashton Tops NBMDA

Kenneth J. Shipp, Oakland, Calif., and John P. Ashton, Des Moines, Iowa, were elected presidents of the National Plywood Distributors Association and the National Building Material Distributors Association, respectively, at a joint meeting of the two groups at Sun Valley, Idaho, in June.

New NPDA vice-president is Emery Moore, of Chicago, Ill. Art E. Lundgren, Tacoma, Wash., was chosen as vice-president for NBMDA. B. E. Babbitt continues as managing director of both associations.

More than 385 persons registered for the four-day meeting.

Salesmen Tell What They've Learned!

At the annual summer sales meeting of Binswanger and Company, Inc., on June 15-16, at Old Point Comfort, Va., the sales personnel of this veteran wholesale chain turned speakers to tell what they had learned during a day-long business program.

General Sales Manager Joe Nadler called on the salesmen to re-

port in 90 seconds on that part of the day's program which each thought would help him most in his work.

Three handsome prizes were awarded to the winning salesmen,

who were chosen by ballot by all other salesmen present. The prizes were awarded at the banquet that evening at the Chamberlin Hotel.

Top representatives from manufacturing companies whose products are distributed by Binswanger appeared on the two-day program. Among these were F. E. Bissell, Jr., sales manager, Carr, Adams and Collier; Vic Jones, manager, Armstrong Cork Company's Lumber Dealers Products Department; H. H. Mook, vice-president, Binswanger Mirror Company; Max Hoffman, president, Ludman Corporation; Lloyd A. Fry, president,

Sell Proper Application
and YOU'LL sell
more Asphalt Shingles

Shinglстик
Permanently seals Asphalt Shingles
from wind damage.



SHINGLSTIK, the permanent adhesive for Asphalt Shingle Roofs, opens the door to more profits in two ways:

1. SHINGLSTIK CREATES MORE ROOFING JOBS because its application is vitally needed on most Asphalt Roofs, presently applied.
2. SHINGLSTIK MAKES ASPHALT SHINGLES MORE SALEABLE by solving the one major problem of Asphalt Shingle Roofing . . . wind loss and roof damage.

THERE IS ONLY ONE SHINGLSTIK

Shinglстик COMPLETES the proper application of Asphalt Shingles for NEW and OLD roofs.

Regardless of the wind factor, it is recommended that SHINGLSTIK be used up the rake on all asphalt shingle jobs and for the last 2 or 3 courses along the ridge on those not having the self-locking feature.

SHINGLSTIK is "tailor manufactured" to seal for the lifetime of the roof.

SHINGLSTIK "sets up" fast and has unusually high adhesive qualities. It has some "tack" upon application . . . resists direct pull after just 4 hours . . . shingles cannot be separated without tearing within 2 or 3 days.

ORDINARY ROOFING CEMENTS DO NOT MEET THESE IMPORTANT SPECIFICATIONS.



Shinglстик...

is available in cartridges or in 10 lb., 50 lb. and larger containers. It is quick and easy to apply with caulking gun and putty knife or paddle.

INSURANCE COMPANIES RECOMMEND IT

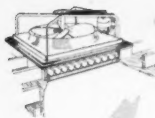
The following is a direct quotation from printed material put out by numerous insurance companies:

"If the asphalt shingles are of the '3 in 1' or 'strip-shingle' type, use quick-setting roofing cement and cement down the tab of every shingle. This must be done even if the shingle is laid only four inches to the weather.

Where 'lock-butt' or 'Dutch-lap' type shingles are used, the starter course of shingles and the terminal shingles at the rakes should be additionally secured by cementing down with a quick-setting asphalt roofing cement during application."

**TRY Shinglстик
AT OUR EXPENSE!**

We want you to test SHINGLSTIK for yourself! A one cent postcard or letter to: SHINGLSTIK, 1900 Truman Road, Kansas City 26, Missouri . . . will bring you a free sample and complete information. PLEASE INDICATE YOUR PRINCIPAL SOURCE OF ROOFING AND BUSINESS CLASSIFICATION WITH YOUR REQUEST.



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attic ventilation
the
right way is

WIND-WAY

WIND-WAY
VERTICAL
DISCHARGE

RanchHouse
PACKAGE
FAN



SALES-PROVED

BECAUSE:

- It is designed to fit ANY type building EASILY
- Installation costs, time and effort cut down to a minimum
- WIND-WAY merely sets on the floor of the attic or the trim of the well hole. It is NEVER fastened in any way, yet it moves the greatest amount of air quietly with absolutely NO noise or vibration
- WIND-WAY sells "on sight" to people who recognize it as a simple, foolproof, superior fan

WIND-WAY

FAN AND VENTILATOR CO.
531 St. Joseph St. New Orleans 12, La.

Write for descriptive
bulletin No. 9150



POINTERS FOR HOME MAINTENANCE

To your customers the termite protection afforded by PENTA WATER REPELLENT PRESERVATIVE may be of secondary importance. If you tell them that PENTA will prevent doors and windows sticking tight or wooden lawn furniture having to be replaced every season . . . then you have their interest. Tell them how easy it is to apply PENTA . . . how you can paint PENTA treated wood . . . how PENTA makes wood last and last . . . you have made another sale.

For home use PENTA WATER REPELLENT PRESERVATIVE is available in handy pint, quart and gallon cans. Are you getting your share of PENTA sales? Write Dept. S-4 today for full details and sales helps.

CHAPMAN

CHAPMAN CHEMICAL CO.

707 Dorman Building, Department S-4 • Memphis 3, Tennessee

Fry Roofing Company, and Gordon Looney, distribution research director. Libbey-Owens-Ford Glass Company.

In addition to Sales Manager Nadler, President Sam E. Binswanger, Vice-President Milton Binswanger, the six branch managers, and Advertising Agent Joe Eanes spoke for the Binswanger firm.

Salesmen were present from the Columbia, Macon, Florence, Richmond, Greensboro, and Danville branches of Binswanger and Company, Inc.

Among the Wholesalers

PECOS, TEX.: The Holsal Lumber Company opened here last month to represent several West Coast and Louisiana lumber companies in southwestern Texas. The firm includes Bill Daugherty, N. C. Odell, James L. Kincannon, and associates, who have announced that a second office may be established at Terminal City.

HOUSTON, TEX.: Building Specialties, Inc., was formed recently to wholesale certain types of insulation. James C. Watts, former local executive officer of Houston's Home Builders Association, is the firm's president and treasurer. Jimmy Descant is vice-president and secretary.

MOBILE, ALA.: The Tulane Hardwood Lumber Company has opened a branch warehouse here. A well-rounded stock of millwork, plywood, insulating board, and other building materials is maintained to quickly supply dealers in this district.

FORT WORTH, TEX.: C. Allen True, secretary and treasurer of the True-Grade Pine Company, Inc., has announced the company's formation to bring to west Texas an increased supply of white pine lumber. The firm's specialty will be carload and truckload shipments of the lumber for cabinets, windows, doors, and trim work.

CORPUS CHRISTI, TEX.: At 100 North Fort Avenue here, Plywood Houston, Inc., has opened a new branch warehouse under the trade-name of Plywood Texas Company. It is stocking fir, pine, and hardwood plywoods of all species, Philippine mahogany lumber, doors, and moldings.

ATLANTA, GA.: Southern Associates, with headquarters in the Peachtree Manor Hotel here, have been appointed manufacturer's representatives for the Nankee Aluminum Paint Company's complete line of aluminum paint for home, farm, and industrial use. Southern Associates will distribute the Nankee products in the states of North and South Carolina, Alabama, Mississippi, Louisiana, Kentucky, Tennessee, Virginia, and Georgia.

YARD-BUILT UNITS

(From page 31)

roofing, flashing, flooring, and other materials figured at retail prices. Labor cost, an overhead percentage, and a reasonable profit are added to the materials expense to arrive at the selling price. Even at this price few farmers would care to buy the materials and build their own units.

Many of the units were designed by Dealer Ellenberger, who bought the 54-year-old P. J. O'Malley yard in Plattsburg after he had served 19 years as manager of the North Missouri Lumber Company yards in Polo and Macon. He previously was auditor for a large lumber line firm.

Ellenberger worked on the yard fabrication idea and created considerable volume from 1945, when he bought the O'Malley yard, until last year when he moved it to the main highway on a two-acre site with ample parking space, new buildings and sheds. (See S*B*S next month for an account of Ellenberger's "One-Man Yard De-

sign that Does a Ten-Man Business.")

As a result of his first year at this new location, Ellenberger has enjoyed a substantial increase in spotlighted sales of portable farm units.

In the Plattsburg area, farmers feed out thousands of cattle and hogs obtained in the Kansas City, Texas and Oklahoma markets.

Dealer Ellenberger found one group alone that feeds 10,000 to 15,000 head of cattle each year and follows them up with 3,000 to 5,000 hogs. He figured that it took 1,000 cattle troughs for such an operation, and two hay racks for each 10 troughs.

Armed with these figures and his prices, he sold this operator and others like him. Ellenberger now has a replacement market of 30 to 50 troughs a year in this one operation!

To expand his yard fabrication business, he checked the types of livestock activity throughout his market territory to be sure that he planned fabrication of the right kinds and sizes of farm portable units. He discussed designs and needs with the operators and together they figured out ways to

save the farmer labor and money.

In building these items year after year, Ellenberger's crew has discovered faster and better ways of construction and the use of different lengths of lumber to best advantage.

"Success in this business lies in keeping ample stocks of the various sizes and types of feeders, troughs, and houses," Ellenberger declares. "You can't build up a volume by taking orders and delivering later."

"This example indicates why. One recent Saturday afternoon a farmer came in and bought three farrowing houses or 'sow parlors,' as we call them. He insisted that they be delivered that day. When we had delivered the third one, the first already had become a maternity ward for a sow!"

"I am sure that our constant gain in volume is due to having units ready when the farmer wants them. And, human nature being what it is, he is going to wait until the last minute."

Ellenberger's replacement business on feeders and other yard-built units has now become about half of such sales. His callbacks on buyers either pick up new orders

"Silent Salesman" Gives Own Sales Talk

New and different, and as brightly eloquent as an enthusiastic salesman, AFCO's "Silent Salesman", the unique hinged counter display showing the complete line of AFCO Prefinished Wall Panel, has proved itself an able attention-getter and an equally able sales cincher.

More and more Building Supply dealers tell us that this easy-to-examine display, with its hinged panels showing each of the ten bright, baked enamel, pre-harmonized colors and each of AFCO's bevel scored patterns, is easy for the customer to thumb through. And since each panel stands apart from the other, they are easy to compare. The customer thus can choose color and pattern to fit his need.

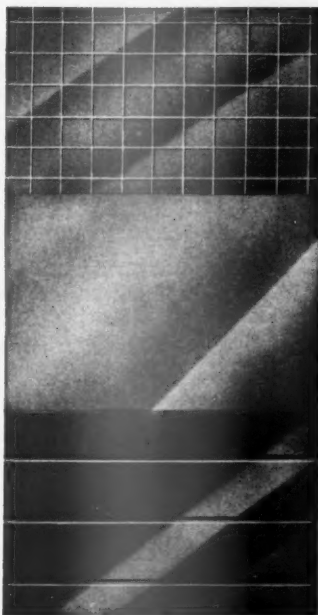
Equally important, the "Silent Salesman", which is supplied by AFCO to all dealers, is lightweight and is mounted on a sturdy, well-balanced stand that can be moved easily and quickly from counter to desk, or wherever it will be most noticeable to custom-

er traffic. There, for the customer to see, to feel and to examine thoroughly, is the complete AFCO line of Wall Panel, each panel telling its own story of color harmony, beauty and long-wearing durability.

Indeed, AFCO's "Silent Salesman" gives its own sales talk! And what a colorful, eloquent one it is can be attested to by hundreds of AFCO dealers throughout the country, whose enthusiasm has been expressed to us time and again.

AFCO Prefinished Wall Panel has everything the customer is looking for in Panel Board; beveled score line, baked-in-plastic finish in a choice of ten pre-harmonized colors, and a full line of mouldings and cement.

Colorful, detailed literature, advertising mats, and the famous AFCO "Silent Salesman" display are supplied to all dealers. Write on your letterhead today for complete information on AFCO Prefinished Wall Panel.



A & F TILEBOARD CO., INC.

P. O. BOX 4085

ALEXANDRIA, LA.

1/8" coat of NU-WALL bonding plaster does the job!!!

Reg. U.S. Pat. Off.

SAVES HOURS OF TIME

- ... Restores old walls — Bonds tight to new dry wall.
- ... A one coat textured finish in itself.
- ... Takes all regular plaster finishes.

It's new! It's different! It's tried and proven. NU-WALL bonds permanently to any firm surface. It saves time, trouble and expense of knocking down old plaster or removing wood trim. It's economical and practical.

NU-WALL bonds permanently to cracked, chipped or painted walls, Spanish plaster, glazed tile, smoothest concrete, brick, fiberboard, wall-board and insulation board.

Applied about 1/8" thick NU-WALL is an ideal bond coat ready for any preferred plaster finish, or it can be used as a texture finish coat ready for paint or spraying. 1/8" coat will dry in 24 hours.

You and your customers will be enthusiastic about NU-WALL bonding plaster once they see it—use it.

H. L. McKensie
Plastering Contractor
Fresno, California

During my 45 years in the contracting business in Fresno, California, I have used almost every known article manufactured in the plastering industry, but in my judgment I have never used anything that compares to Nu-Wall bonding plaster. . . . In Fresno, California, I remodeled an old garage, which is now one of the largest and best furniture stores in our city. I used eighty bags of Nu-Wall on the job on almost every kind of wall imaginable, some of them glazed brick, some plastered and painted over. The building now has one of the nicest interiors in the San Joaquin Valley. I heartily recommend it for any plastering purpose — either new or old work. . . .

Wholesalers — Jobbers
Territories Still Available

NU-WALL Manufacturing Company

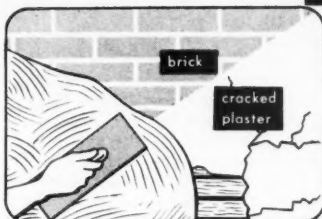
923 N. 19th St., Dept. B, Milwaukee 3, Wis.

NAME _____

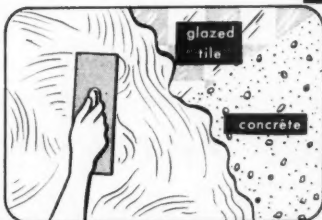
COMPANY _____

ADDRESS _____

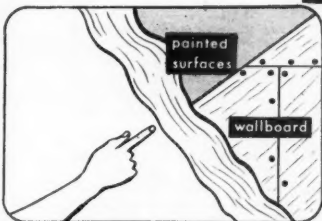
CITY _____ ZONE _____ STATE _____



NU-WALL permanently covers painted or glazed Brick, old plaster or damaged walls of any kind.



NU-WALL is easily applied over glazed tile, smooth concrete, Spanish plaster . . . without costly preparation.



NU-WALL Bonds to slick surfaces, such as plaster-board, dry wall . . . and enables you to have a plaster finished wall under conditions that would have made the use of ordinary plaster impossible.

write for
complete details
today

or keep his supply in mind when operators need replacements or additional units.

Most sales are made for cash but a few are delivered with approved credit. "We never discourage a customer who reaches for his check-book when making a purchase. However," Ellenberger explains, "during some seasons and just before harvest time, some farmers will take a little time. We are glad to extend reasonable credit to those entitled to it, but few have asked for credit since the war."

One of the biggest payoffs of his yard fabrication business, Ellenberger asserts, is the establishment of new regular customers from these purchasers.

"After they buy a few units from us and see the quality of material used and the good construction, these farm folks feel like coming in and figuring with us when they decide to build something. Many bring in their sketches and we help them design it and figure the material—whether it be a new home, extra room, or a barn!"

Model Brick Homes Will Be Exhibited

Seven de luxe model brick homes are under construction now in the cities of Boston, New York, Washington, Cleveland, St. Louis, Chicago, and Spokane. They are being built by local contractors through the cooperation of brick and tile manufacturers.

Department stores will plan the interior decorations and supply the furnishings.

The design of these homes, which will be shown to the public this fall, has been selected by *Better Homes and Gardens* magazine as one of its Five Star Home plans for promotion in an autumn issue.

According to the Structural Clay Products Institute, these homes will clearly demonstrate the practical uses of brick and tile by means of exposed interior masonry walls, masonry grillwork, and brick floor areas.

The architecture of these houses is contemporary and incorporates the best features of modern planning to utilize space and room arrangements for maximum convenience. A row of windows sweeps almost across the entire front, giving each house a blended indoor-outdoor appearance.



ORLANDO, FLA.: The Central Florida club enjoyed a dinner meeting July 12, which was followed by colored films of U. S. Gypsum products. George Dorman and John Rourke have been appointed Gurdon and Senior Hoo-Hoo respectively on the Degree Team for the national concatenation this fall.

MIAMI, FLA.: The approaching international Hoo-Hoo convention to be held at the Roney Plaza Hotel in Miami Beach consumed most of the time at club No. 42's July meeting. Convention Secretary Bill Wightman, Jr., says plans are shaping up smoothly.

TAMPA, FLA.: The Honorable F. St. Clair Pittman, state representative, entertained Tampa cats last month with an interesting talk on legislation.

ST. PETERSBURG, FLA.: Refreshments and dinner were served to St. Pete cats and some 20 guests from Tampa at the July meeting. R. P. McCuen spoke on Americanism.

Oertell Collins Is Vicegerent Snark

Oertell Collins, proprietor of the Forest City Lumber Company in Savannah, Ga., has been appointed vicegerent snark for South Georgia by Supreme Bojum John H. Dolcater of Hoo-Hoo International.

Collins was the guiding light in the recent organization of the new Savannah Hoo-Hoo Club, following his initiation at a Georgia dealer convention concat in 1950. He is the dealer-director to NRLDA from Georgia and president of the Savannah Lumber Dealers Association.

Fleishel Speaks at Hoo-Hoo Conclave

"Hoo-Hoo and the Lumber Industry" will be the title of the principal speech at the 60th annual convention of Hoo-Hoo International at Miami Beach, Fla., October 7-10. The speaker will be Marc L. Fleishel, Sr., prominent Florida lumber manufacturer and

a veteran member of the order.

International officers and the host club—Greater Miami Hoo-Hoo Club No. 42—have completed plans for the four-day meeting that will blend business, fellowship, and fun for Cats and their wives.

The kickoff event on Sunday evening will be a welcome party and steak dinner in the gardens of the Koney Plaza Hotel. The host will be Supreme Bojum John Dolcater, of Tampa, whose Krauss Brothers Lumber Company staff will prepare and serve the feast.

The convention will be formally opened Monday morning with a business session of reports and appointments. The luncheon for Hoo-Hoos and their wives will feature a fashion show. Another general session will be topped by a concatenation under the direction of Thomas B. Wait, Florida state deputy snark. A stag buffet and aquatic show will bring the day to a close.

Tuesday's program will include a general session with the speech by Marc Fleishel. Stanley Horn, editor and former Supreme Nine member, will be toastmaster at the mixed luncheon, and a former Mi-



A Ringer for Profits!



"Premier"
**ALUMINUM
MOULDINGS
AND TRIMS**

Write Today, for Catalog & Price List

METAL TRIMS, INC.

BOX 1072, YOUNGSTOWN 1, OHIO

IT HAS EVERYTHING!
SELLS ITSELF!

HUNTINGTON METAL-FOLD SAFETY STAIR

ALL STEEL LIFETIME
NO COUNTERWEIGHTS • NO SLIDES
• EASY TO OPERATE



- NON-SKID TREADS
- STEEL HAND RAIL
- EVERYTHING BOLTED
- CANNOT BREAK
- WEIGHS NO MORE THAN WOOD

LOWER COST
QUICKER INSTALLATION
FASTER TURNOVER

Eliminate
HIGH INSTALLATION COSTS
INSTALL AS-A-UNIT

• DO NOT TAKE APART

Just 20 Minutes to Install

Easy 7 Step Instructions

IT'S SAFE AS STEEL!
"Protects Life and Limb"

SPACE SAVER
requires only
12" clearance
in attic.
Height
adjustable
6 to 8 inches.

PANEL BOLTED SO
IT MAY BE REMOVED
AND STAIR OPEN-
ING USED AS ATTIC
FAN OPENING

Write for further information

HUNTINGTON INDUSTRIES, INC.
2368 Prospect • Memphis, Tenn.

ami mayor, Robert L. Floyd, will be the speaker. After an afternoon of golfing, sightseeing, and shopping, all will gather for a buffet dinner dance.

The Hoo-Hoo convention will close Wednesday afternoon with committee reports, election of Snark and Supreme Nine, and the embalming of Lynn Boyd, retiring Snark of the Universe, from Pampa, Tex.

Hoo-Hoo members are requested to make their hotel reservations directly through the Roney Plaza Hotel, Miami Beach, Fla. All members in good standing are eligible to attend, but only duly elected club delegates may vote.

70 Cats Processed at San Angelo Fete

Few Hoo-Hoo concatenations have drawn together as many active and interested lumbermen as that held in San Angelo, Tex., July 14. Nearly 100 men attended the initiation, cocktail party, and banquet at the Cactus Hotel!

Vicegerent Snark John Armstrong reports that 70 Kittens were initiated and 12 old Cats were reinstated. This will provide plenty of material for the San Angelo Hoo-Hoo Club that will be organized this autumn.

The visiting dignitaries were led by the Snark of the Universe, Lynn Boyd, 36660, of Pampa, Tex. State deputy snarks from Amarillo, Dallas, and Little Rock; Hoo-Hoo Club presidents from Corpus Christi and the Panhandle units, and officials of both the Lumbermen's Association of Texas and the Lumber Manufacturers Association of Texas were on hand to kindle Hoo-Hoo flames around San Angelo.

Bays Plywood Plant

The Westinghouse Electric Corporation has bought the Plywood-Plastics Corporation at Hampton, S. C. One of the largest plants in this area, Plywood-Plastics is a multi-million-dollar operation. Westinghouse leased part of the plant last January to make sheet plastics.

CITY CUSTOMERS

(From page 35)

often compete with companies 50 miles away.

"We try to keep available the largest variety of cypress lumber in this section," Boswell pointed out. Although cypress is slightly higher in price than other woods, the firm sells much of it and has customers who come especially to get cypress.

Today, the Pinellas Park Builders Supply Company stocks most of the items sold by up-to-date building supply dealers. Besides lumber, it sells millwork, paint, plywood, wallboards, concrete block, hardware, housewares, steel kitchen cabinets, and electrical appliances.

Paint sales alone last year amounted to \$25,000. The management believes that paint volume will increase four-fold within the next year or two.

Boswell and Pritchett like customers to handle products, to see all colors, types, and sizes that the merchandise is made in. Therefore, the displays are changed frequently in their attractive 50x75-foot salesroom.

Last year it spent some \$4,000 on newspaper advertising.

Member S. P. I. B.

SOUTHERN PINE LUMBER

WOOD GRAND OAK FLOORING • WOOD BIRCH

Member N. H. L. A. Ad Dimensions 40 Pine Flooring YELLOW POPLAR RED CEDAR CLOSET LINING

W. J. WORD LUMBER CO.

Phone 327 SCOTTSBORO ALABAMA

ASSOCIATION ACTIVITIES

Southwesterners Hold Meetings, Get Directory

During July, the Southwestern Lumbermen's Association conducted district meetings in 14 Oklahoma towns. Previously such meetings were conducted in Kansas and Missouri. Others will be held in Arkansas.

These informal discussions cover inventory controls, construction limitations, priority arrangements, and ceiling price requirements.

The 1951 Directory and Buyer's Guide of the Southwestern Lumbermen's Association was distributed to members last month. They soon discovered it was bigger and better than previous editions.

Besides listing the officers and members by states, this edition of-

fers an expanded Buyer's Guide. It lists 277 product and service classifications—168 more than the 1950 directory. The number of advertising suppliers rose to 124—18 more than last year.

A special colored insert describes the 13 principal services performed for dealers in Arkansas, Kansas, Missouri, and Oklahoma by the Southwestern Lumbermen's Association.

Waco Dealers Make Hospital Contribution

Retail Lumber Dealers of Waco, Tex., have contributed 210 pieces of 2x4's at least 20 feet long to the McLennan County Tuberculosis Association for construction of a new 12-bed tuberculosis hospital.

The hospital, estimated to cost some \$20,000, will be built on a site donated by the City of Waco. Funds are being raised through public subscription.

Dealer Defined and Directory Is Off Press

Members of the Florida Lumber and Millwork Association are invited, in a bulletin accompanying their copies of the July 1, 1951, issue of the association membership roster, to submit names for prospective members.

The bulletin lists the following qualifications for active membership:

"Any person, firm or corporation within the territory of the As-



Take it from me—the
FAN leader is...

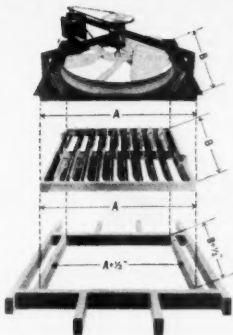
Contractor Designed

Reed

ATTIC FANS

Four Stock Sizes to
Fit Every Need:

- Model RVU-24:
Measurement A — 32"
Measurement B — 32"
- Model RVU-30:
Measurement A — 36"
Measurement B — 36"
- Model RVU-36:
Measurement A — 42"
Measurement B — 42"
- Model RVU-42:
Measurement A — 48"
Measurement B — 48"



Here is the packaged attic fan that contractors say is designed with them in mind! And no wonder—the Reed lay-down type vertical discharge attic fan is installed in nothing flat, without special equipment. And REED means *quality*—in construction, material, quietness, long-life and *certified* air delivery.

Reed

UNIT-FANS, INC.

1001 St. Charles St., New Orleans 8, La.

REED UNIT-FANS, INC.,

Dept. C
1001 St. Charles St.
New Orleans 8, La.

Please send me full information
about REED package Attic Fans:

Name

Address

City State

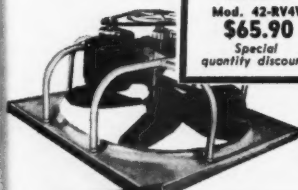
CONTRACTORS!

Here is the Greatest
BARGAIN
EVER OFFERED IN
TOP QUALITY BUILDERS
Exhaust Fans
Shovelaire®

"BUILDERS SPECIAL" EXHAUST FANS

Here is a fan you will be proud to install. Features found in the highest priced fans—rugged strength in steel tubular frame. Vertical models mounted in SKF Bearings, horizontal models with diamond-bored sleeve bearings—made in 3 sizes and powered with 1/3 H.P. Westinghouse or GE Motor. Positively the lowest priced fan of this quality found anywhere. Write for details today.

**VERTICAL
DISCHARGE**
30" 36" 42"
blade size



Mod. 30-RV4V
\$53.25
Mod. 36-RV4V
\$58.38
Mod. 42-RV4V
\$65.90
Special
quantity discounts



Mod. 30-RV4
\$45.90
Mod. 36-RV4
\$51.02
Mod. 42-RV4
\$58.52
Spec. quantity disc.

HORIZONTAL DISCHARGE
With 30", 36", 42" blade size

- G.E. or Westinghouse Motors
- Only 17" Clearance Required
- SKF Ball Bearings • Extra High CFM
- Easy to Install



DEALERS:

Write for new C & H catalogue showing complete Shovelaire line for 1951 and name of nearest distributor.

C & H

**AIR CONDITIONING
FAN COMPANY, INC.**

1595 DeKalb Avenue, N.E.
ATLANTA • GEORGIA

sociation engaged in the selling at retail either lumber, millwork or building materials, carrying a stock commensurate with the demands of the community and having adequate storage facilities and equipment for delivering to and servicing the retail trade and whose volume is preponderantly sales to retail customers, shall be eligible for active membership."

The new directory describes 17 of the services provided dealers by the Florida Lumber and Millwork Association, Inc., of which Mrs. Marie Bennett is secretary.

New Officers For El Paso Lumbermen

Leo P. Hines recently succeeded M. L. Hunt as president of the El Paso County Lumbermen's As-

sociation in El Paso, Texas.

Other new officers installed last month were H. B. Barneburg, vice-president; Robert E. O'Malley, treasurer, and J. W. Byers, secretary.

Oklahoma Convention Set for October 15-17

The fifth annual convention of the Oklahoma Lumbermen's Association will be held October 15-17, in Oklahoma City at the Municipal Auditorium, according to A. E. Hatcher, local convention director.

Nearly all of the 165 exhibit booths have been contracted for, he said.

The theme for the convention, according to Executive Manager "Bill" Morgan, will be: "Promote

CLASS STUDIES MATERIALS TWICE A WEEK



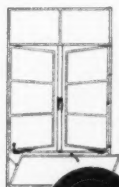
These men will be better prepared to face a possibly declining market or other emergency, thanks to the classes being sponsored jointly by the Corpus Christi (Tex.) Retail Lumbermen's Association and Del Mar College. This special class is held twice a week. Lecturing to this class about products is J. M. Wilson, of the Armstrong Cork Company. Standing at left is Ed Bull, association educational chairman. Members of the class shown seated are W. S. Richardson, E. R. Raasch, James Smith, Rex Bingham, Sidney J. Smith, C. M. Polett, J. R. Fitzpatrick, and Leroy Schuelke. A. J. Cheatum, seated center in extreme rear, is Del Mar's coordinator of distributive education, who organized the class.

Delph

HARDWARE & SPECIALTY CO.

2109 HUTCHISON AVENUE
CHARLOTTE 1, NORTH CAROLINA

Write for Our
General Catalog



Ualco

Distributors for . . . 1001 dependable building products including the nationally known Ualco line of aluminum windows that can't rust, rot, warp, crack. Ualco windows are available in more than 100 styles and sizes to fit every plan for new or remodeled homes. Their simple open-close operation eliminates ropes, pulleys, weights. Never need painting. Last a lifetime. Ualco lifetime aluminum windows always on display at our show rooms.

Two in '52—Diversification and Flexibility."

Morgan reported that 17 district meetings of the Oklahoma Lumbermen's Association were held between April 1 and July 1. A total of 895 lumber dealers and employees attended these meetings and heard discussions of government controls affecting their business.

W. Va. Convention Dates

The West Virginia Lumber and Builders Supply Dealers Association has announced that its 1952 convention will be held February 4-5.

The dealers will gather at the Daniel Boone Hotel in Charleston. State Secretary Sam H. Diemer is already signing up exhibit space for manufacturers.

Florida Dates Set

The Florida Lumber and Millwork Association has set April 16-18 as the dates for its 1952 convention. The members will meet in Tampa.

ALABAMA RODEO ATTRACTS NOTABLES



Nearly 150 dealers, suppliers, and their guests took part in the 21st annual fishing rodeo of the Alabama Building Material Exchange at Panama City, Fla., July 27-28. Special guests are seen aboard Venture at the dock. They include E. B. Lemmons, Miss; Jack McCarthy and Linsey Huff, Ill.; Weighmaster Forace Holland and Mrs. Marie Bennett, Fla., and Lloyd Clanton, La. At right, two of 37 prize-winners swap loot. E. R. Haddock gives gun case for electric iron W. A. Belcher won.



how white is white?

"...whiter than new snow
on a raven's back..."

Shakespeare



Sell Trinity White—the whitest white cement.

Trinity White is a true portland cement. It meets all Federal and ASTM specifications. Sell Trinity White for architectural concrete units, terrazzo, stucco, paint, ornamental work, tile setting, etc. When ordering ask for it by its full name Trinity White—it's widely advertised to your trade.

Trinity Division, General Portland Cement Co.,
111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas;
816 W. 5th St., Los Angeles.

Trinity White!

PORTLAND CEMENT

PUBLIC RELATIONS

(From page 32)

cludes employee relations, product advertising, and sales promotion.

It is perfectly true that each of those aspects of your business influences your Public Relations. If your employees are well-trained and happy in their jobs, that helps your relations with the public, because the employees make better impressions on your customers. Merchandising and advertising policies which win you a reputation for offering good values help make good impressions on the public, in addition to selling more materials. And good sales promotion which brings more customers to your yard gives you a chance to meet and make good impressions on more people.

But in this guide, we are taking it for granted that the retail lumber dealer is giving full attention to the personnel and merchandising aspects of his business. *We are dealing here with the methods by which the dealer can be sure the public knows about the good things he and his industry are doing and*

the good things they stand for.

Your National is conducting a Public Relations program which is designed to convince certain important groups—Congress, Federal agencies and departments, leaders of public opinion, labor groups, and the public at large—that the retail lumber industry is performing indispensable services in an efficient manner and that the existing system of distribution is the best that can be devised.

The results of this work—on which the National spends about one-third of its total budget—are sure to be felt to some degree in your own community.

But in addition, there is much that you can do to improve your Public Relations and those of your industry.

Masonite Distributes "Dial-It-Right"

The Masonite Corporation is distributing 30,000 of its new Dial-It-Right and Nail-It-Right charts to lumber dealers, contractors, and architects.

The chart is a wheel 4¾ inches

in diameter, printed in yellow and brown on one side and green and brown on the other.

The Dial-It-Right side instantly discloses the correct type and thickness of hardboard for various uses as the top cardboard circle is revolved.

The reverse side operates in the same manner to give nailing instructions for interior walls and other applications.

Designed by Sales Promotion Manager Bradley P. Williams, the chart is an improvement over the larger Dial-It-Right issued by the company previously.

Salesman Wins Cadillac

Thanks to his suggestions on how to sell a dishwasher, Vic Kafka is driving a new Cadillac coupe de ville. As a salesman for the Youngstown Kitchens Store in Kansas City, he was awarded the car as first prize in the recent nationwide contest.

C. L. Sanderson, retail salesman for the Lindsley Lumber Company in Miami, Fla., and H. T. Larimer, Oklahoma City, Okla., both won Fords.

Be a Weather PROFIT-er! Stock and SELL *Nankee* "WARRANTY" ASPHALT-ALUMINUM PAINT

The ALL-WEATHER roof coating with 3 BIG selling points . . .

- LONGER ROOF LIFE
- COOLER INTERIORS
- GREATER FUEL SAVINGS

PLUS . . . the Nankee "WARRANTY"—
your assurance of the manufacturer's high quality and a
guarantee that each gallon contains NOT LESS THAN
TWO POUNDS OF ALUMINUM METAL PIGMENT.

Ask Your Jobber About the Profit-Making NANKEE Line!

Nankee ALUMINUM PAINT CO., INC.
Offices and Factory: 43 South 1st Street, Brooklyn 11, N. Y.



Joint Committee Formed for Industry

A national joint cooperative committee for the study of problems of mutual interest has been established by the Producers Council and the Associated General Contractors of America.

The purpose of the joint committee is to provide a medium through which producers of building materials and general contractors can cooperate to increase the efficiency of the industry. It will consider projects suggested by members of the committee, by

members or chapters of either organization, by other groups in the construction industry, or by the public.

Firm Buys 109th Yard

The Diamond Match Company, New York City, has bought the Talcott Lumber Company in Salinas, Calif.

This is the 73rd retail lumber yard to be operated by the Diamond firm in California. The company owns a total of 109 throughout the nation.

Racey Is Temporary AWWI Executive

Erle Racey, advertising counselor for the American Wood Window Institute, Memphis, Tenn., was selected to serve temporarily as the association's secretary-manager. His office is at 3012 Maple Avenue, Dallas, Tex.

Former Secretary - Manager Clark E. McDonald resigned July 1 to take a position with the S. R. Hungerford Company as assistant to the president. He continues to reside in Memphis.

Now! A New SLIDING DOOR UNIT by *Huttig*



SAVES FLOOR SPACE
NEW SILENT OPERATION
ELIMINATES SWINGING DOORS

with 3 OUTSTANDING FEATURES

1. Solid brass, ball bearing, special DOOR HANGERS, operating on aluminum track, permit height adjustment without removing door.
2. Exclusive STABILIZING FIXTURE, operating in bottom door rail, prevents rattles and assure easy, silent sliding.
3. Slotted ESCUTCHEON PLATE at bottom closing edge of door interlocks with RUBBER DOOR GUIDE on closing jamb. Assures rigidly closed door and prevents door edges from striking stops.

SEE YOUR LUMBER DEALER

HUTTIG SASH & DOOR CO., ST. LOUIS, MO.
Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. • Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va. • Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door Co., Memphis, Tenn.



THE ECONOMICAL ANSWER TO BUILDERS' WINDOW PROBLEMS

Sash balances for double-hung windows . . . Schools, hospitals and industrial, commercial, residential construction.

With Pullman Sash Balances builders can use prefabricated windows made without allowance for weight boxes or special type-balances. Installation is quick. On-the-job carpentry work a minimum. Thus labor costs are low. Offer prefabricated windows with genuine Pullman Balances — or install Pullman Balances in stock frames in your own shop.



THE ONLY BALANCE WITH A LIFETIME GUARANTEE

Guaranteed against imperfect workmanship or materials for the lifetime of the building in which they are installed.

WRITE FOR LITERATURE

PULLMAN MANUFACTURING CORPORATION
ROCHESTER 21, N. Y., U. S. A.

**When You Write to
Advertisers in
This Magazine
TELL THEM
You Read About It in
SOUTHERN BUILDING SUPPLIES**

The SLIDE-A-FOLD Disappearing Attic Stairway LOW COST—FAST SELLING



- A good, practical, economical unit sold only through building supply dealers.
- Carton packed—low freight rate.

NO NEED TO CARRY VARIOUS SIZES!

The Standard Slide-A-Fold fits all ceiling heights of 9'2" and less.


WRITE TODAY FOR FULL DEALER INFORMATION ON AMERICA'S MOST POPULAR DISAPPEARING ATTIC STAIRWAY.

CRAIG WOOD-PRODUCTS COMPANY
BRENNAN ROAD COLUMBUS, GEORGIA

You Sell More

Room for Living!

when you sell
EZ-WAY
FOLDING STAIRWAYS



Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and storerooms . . . the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jumbo included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

EZ-WAY SALES, Inc.

BOX 100, DEPT. 2, ST. PAUL PARK, MINNESOTA

CEDAR-LUX PROSPECTS
ARE THICK AS
MOTHS

YOU BRUSH IT ON
LIKE PAINT!



CEDAR-LUX

is not an imitation. It is actually pulverized, aromatic cedar wood. It contains all the oils and has the delightful fragrance of real cedar lumber and retains fragrance and protective properties indefinitely. CEDAR-LUX is packaged in 5 and 10 lb. cans and 50 lb. drums. The user simply adds water to desired consistency and applies to inside of closets with paint brush, spray or trowel. Can be applied over wallpaper, paint, wall boards, plaster or any smooth surface. A 5 lb. can will CEDAR-LUX the ordinary small closet and a 10 lb. can will surface a large closet.

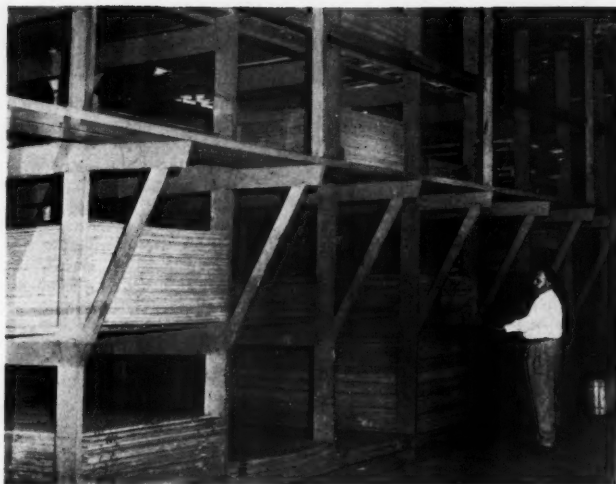
- ★ EVERY HOME A PROSPECT
- ★ NATIONALLY ADVERTISED
- ★ FREE DEALER HELPS
- ★ BIG PROFIT MARGIN

Retail Prices: 5 lb. can \$6.95
10 lb. can \$12.95

WRITE FOR LITERATURE & DISCOUNTS

CEDAR-LUX PRODUCTS CO.

DEPT. SB-2, 703 Main St., Kansas City, Mo.



Sam Stone built his plywood warehouse scientifically to keep the big panels dry and level. The plywood bins are tiered four bins high to store a maximum of material in a minimum of floor space. The catwalk permits easy access for piling or delivery pick-ups, and is protected by a guard rail. Stone is seen checking on a supply of hardwood panels.

PLYWOOD DISPLAYS

(From page 36)

mail, daily newspaper ads, and other media. His display and sales offices are attracting up to five contractors and customers daily.

All builders, architects, carpenters, and home-owners entering the sales office for purchases or other business see the handsome plywood installations.

Stone says that architects and homebuilding prospects who want "something different" in interior design are finding it in the new and established plywood finishes and patterns.

In addition to expanding use of fancy plywood for living rooms, dining rooms, dens, and playrooms, this material is becoming increasingly popular in the treatment of modern shops, offices, and stores, Stone asserts.

He proudly relates that some of the swankiest homes in the Lake Vista subdivision in New Orleans are enhanced with plywood panels because the architects or builders got their ideas for such plywood treatment from his two 20x20-foot display rooms.

One of the business installations of plywood of which Stone is proud is The Pearl, a modern restaurant



Dealers
Wanted

Become an exclusive Vermont marble flagging dealer. Also colored slate and other stones.

Write today for full details and prices.

TRU-STONE COMPANY

LAKE BOMOSEEN, VT.

Stone reaches the principal New Orleans architects and contractors at least once a month with direct mail provided by the plywood manufacturer or written by his staff. A weekly newspaper advertisement pushes plywood, and

Stone sold nearly 600,000 feet of plywood in 1950. He expects his permanent displays, advertising, and sales promotion—especially through the testimonials of satisfied users—to exceed that profitable volume in plywood this year.

Taylor and his son, Roger, who is in the business, too, have learned that if items on the floor don't move, it is bad business to leave those items there indefinitely.

"We often wonder why we waited so long to remodel, and why others, with similar advantages from a flow of traffic, neglect turning that traffic to their advantage," commented Taylor.

79

Directory Scheduled for Southern Industry

The Association of Science and Industry, Atlanta, Ga., recently began the compilation of a directory of Southern industry.

Scheduled for publication in book form within a few months, the volume will list major manufacturing plants, their key personnel, principal products, and other pertinent data. It will include a company index, product index, and geographical index.

WEL-BILT FOLD-A-WAY STAIRWAY



- SAVES SPACE
- IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

**STRONG
EFFICIENT
SAFE**

**SOLD BY LEADING DISTRIBUTORS
FROM COAST TO COAST**

Manufactured by
**THE WEL-BILT PRODUCTS
COMPANY**

P. O. Box #95
Memphis, Tennessee

170,000 ft.— $\frac{3}{4}$ " furring channels at \$38.40 per 1,000 feet.

15,000 ft.— $1\frac{1}{2}$ " furring channels at \$54.00 per 1,000 feet.

F.O.B. South Carolina point.
Subject to prior sale.

Reply to: Box 23
SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N.E.
Atlanta 5, Ga.



"They didn't exactly fire him -
they made him vice-president!"

Hope's Retirement Plan

(From page 27)

all purposes and still conform to requirements of the Bureau of Internal Revenue is somewhat tricky business.

In explaining the Hope Lumber and Supply Company's retirement plan, Voorhies pointed out that all employees are eligible after one year of service with the firm.

"The Bureau of Internal Revenue requires that all employees be included. At present we have 55 who are eligible," he added.

"Other basic requirements are that the policy be for an amount proportionate with an employee's income, and that an employee be retired at approximately half annual income.

"Any employee participating need not wait for the normal age of retirement; he may quit and draw down the accumulated cash benefit. However, the rate at which

the cash value pyramids under this plan is a deterring influence for early resignation. I suspect that some employees have considered retiring, but this pyramiding attraction has changed their minds!

"This is good from the company viewpoint—or at least from ours—especially where the employee is qualified, regardless of age, to carry on the work with which he is familiar. In our case, we seek to hold the organization together as long as possible.

"There is another advantage from the employee's viewpoint. This retirement cash is being constantly accumulated, at small cost to the employee, yet he or she never sees it. There is no possibility of tapping this accumulation, even if there is temptation of good cause, except by separation from the company."

The "small cost to the employee"

You can easily sell SISALKRAFT to farmers!

Farmers need, want, and can afford to buy SISALKRAFT. Sell them! For temporary silos (grass or corn), trench silos, grain storage, machinery covers, lining farm buildings, and many other uses, SISALKRAFT is dependable and economical . . . and a dependable profit producer for you, too!

Write for FREE POSTERS, folders,
ad mats, samples and other merchandising aids.



Nationally advertised

THE SISALKRAFT CO., Dept. SB-8, 205 West Wacker Drive, Chicago 6, Illinois • New York 17, New York • San Francisco 5, California

of the retirement fund is approximately 15 per cent of the insurance cost. The Hope Lumber and Supply Company contributes the balance of about 85 per cent.

The retirement plan is administered by a board of five trustees. They are Voorhies and the four retail yard managers.

Although perhaps not as significant as the retirement plan, three additional employee benefits are maintained by the firm at considerable expense to the Hope company.

Hospitalization insurance is available to an employee on a 50-50 basis. If such a policy costs \$4.40 a month, for example, the company pays \$2.20.

The firm buys a \$1,000 life insurance policy for each employee after he or she has served six months. This policy is an outright gift to the employee. (Under prevalent arrangements, the total cost to the company of 55 such policies is less than \$100 a month.)

A third benefit—insurance against loss of gainful occupation time—is sponsored by the company, but the total cost is borne by the employee. This policy pays the usual benefits for loss of time, with

additional benefits for crippling injuries.

General Manager Voorhies expressed the belief that most lumber dealers will eventually find it advisable to install a comparable retirement plan because of the strong trend toward such employee security and the stimulation by labor factors for this type of managerial thinking.

He suggests that benefits to the dealer are equal, in the long run, to those enjoyed by the employees. Although there has been no effort nor necessity of publicizing the Hope retirement features locally, news of the plan's existence has gotten around. Many workers seem ready and eager to step into openings in the Hope organization, but since the retirement plan took effect there just haven't been many!

Besides Voorhies, officers active in the Hope materials business are L. F. Rooney, president; W. R. Kelly, first vice-president and manager of one of the two Tulsa yards; and L. A. Hurd, assistant secretary, who manages the Muskogee yard. C. F. Gordon, a practicing attorney, is secretary and counsel for the Hope Lumber and Supply Company.



NOW IN WINDOWS!

New use for acoustical tile! A clever window decorator at Hemphill-Wells in Lubbock, Tex., finds that long pins hold merchandise firmly to panels of ceiling acoustical tile. This sound-deadening material did not quiet the loud ties, however. Photo courtesy of the Armstrong Cork Company.



WHATEVER your 1951 floor work—modernization, industrial plants, defense and low-cost housing, residences, schools, military construction—Northern Hard Maple stands ready to serve to everyone's satisfaction: MFMA First Grade for "high style"—Second for utility and appearance—Third for utmost value with economy. Combinations, too—Second-and-Better, Third-and-Better. For MFMA Grading Rules and technical data, write today to MAPLE FLOORING MANUFACTURERS ASSOCIATION, Suite 556, Pure Oil Building, Chicago 1, Illinois.

FLOOR WITH NORTHERN HARD MAPLE
BEECH AND BIRCH

ANCO Bag Trucks Pay For Themselves

EXCLUSIVE...

Only in an ANCO bag truck can you get the exclusive MOSE-PLATE wheels. Rolls under pallets with ease and cuts handling costs as much as one-half, and more.



**SAVES
UP TO
50% IN
TIME &
LABOR**

**WHEN IT'S CEMENT
HANDLIN' TIME—
IT'S TIME FOR
ANCO BAG TRUCKS
—of course.**



ANTHONY TRUCK CO.

Paducah, Ky.
Please give us full information about the ANCO Pallet Trucks that do twice the work with half the effort.

Firm _____
Address _____
City _____ State _____
By _____

better 3 ways

- stronger than felt
- easier to handle
- lower in cost

Why sell felt when Leatherback gives so much more value. It's an engineered building product, with uniform high strength and quality. Meets Federal Class D specifications. Write for complete information and prices.

• Leatherback All-Purpose Building Paper is also a money-saver for you. You carry a smaller inventory, yet serve all needs.

Why stock felts, when Leatherback All-Purpose will do?

Leatherback Products include vapor barrier and duplex papers, and Leatherback Reflective Storm Blanket. Ask your distributor for information and prices.

Leatherback Products are Distributed coast-to-coast through leading wholesalers and jobbers.



Leatherback
**ALL-PURPOSE
BUILDING
PAPER**

**LEATHERBACK
PRODUCTS**

are identified by
the **TURTLE**
trademark.
Accept no
substitute.



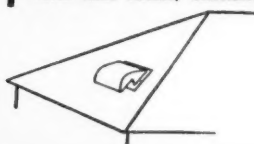
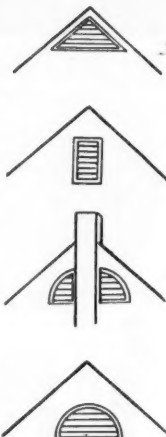
PROTECTIVE PAPERS, INC.
UNION ILLINOIS

Represent a COMPLETE ATTIC VENTILATOR LINE

Different home building operations call for different types of ventilation, so why should a dealer tie himself to a single type. The Donley Line gives you six types, all strongly fabricated and screened against insects, all easily installed.

- 1—The Tri-Vent, least conspicuous, draws warm air from top of attic space. Four shapes fit many roof pitches.
- 2—The staple, quick selling, rectangular ventilator. Economical and easy to apply.
- 3—Quarter round ventilators, furnished in pairs to be installed where chimney divides gable end.
- 4—Half round ventilator, imparts distinction to colonial type of home.
- 5—Horizontal rectangular ventilator. Often employed under eaves, where floor arrangement permits. Used for angle spaces back of partitions.
- 6—Roof ventilator, for sloping surfaces, baffled to exclude wind swept rain or snow.

The Donley Brothers Company
13905 Miles Avenue, Cleveland 5, Ohio



Index of ADVERTISERS

A

A & F Tileboard Co.	69
Adams Rite Mfg. Co.	*
Air Control Products Inc.	7
Allied Building Credits, Inc.	*
American Asphalt Roof Corp.	67
American Lumber & Treating Co.	83
Anthony Truck Co.	81
Armstrong Co., The	*
Avery Corp.	*
Asbestone Corp.	Fourth Cover
Asbestos Co. of Texas, The	53
Associated Plywood Mills, Inc.	Third Cover

B

Barclay Mfg. Co.	18
Barney-Stewart Co.	83
Barrett Div. (Allied Chemical & Dye Corp.)	43
Bessler Disappearing Stairway Co.	83

C

Cameron & Co., Wm.	*
Carpenter Oak Flooring	*
Cedar Lux Products Co.	78
Celotex Corp. The	*
Certainfeed Products Corp.	49
C & H Air Conditioning Fan Co., Inc.	74
Chapman Chemical Co.	68
Coffman Co., R. G.	64
Craig Wood Prod. Co.	77
Cumberland Portland Cement Co.	61
Curtis Companies, Inc.	*

D

Davis Co., H. B.	*
Decatur Iron & Steel Co.	50
Delph Hardware and Specialty Co.	74
Donley Bros. Co.	82
Douglas Fir Plywood Assn.	*

E

Ex-Way Sales, Inc.	78
--------------------	----

F

Fabricated Products Co.	84
Fir Door Institute	20
Fletcher-Terry Co.	*
Flintkote Co.	*
Foldaway Stairway Co.	84

G

Gate City Sash & Door Co.	12
Georgia-Pacific Plywood Co.	26
Getty & Co., Inc., H. S.	22

H

Hager & Sons Hinge Mfg. Co., C.	6
Heatulator, Inc.	*
Homasote Co.	*
Hunter Fan & Ventilating Co., Inc.	23
Huntington Industries, Inc.	72
Hurtsboro Oak Flooring Co., Inc.	54
Huttig Sash & Door Co.	77

I

Ideal Hanger Co.	*
Insulite Div. Minnesota & Ontario Paper Co.	14

J

Jackson Mfg. Co., W. L.	4
J. M. J. Prod. Co.	79
Johns-Manville, Inc.	*

K

Keasbey & Mattison Co.	24
Kline Iron & Metal Co.	80
Knox Corp.	*

L

Leigh Building Products, Div.	7
Libbey-Owens-Ford Glass Co.	21
Luckport Cotton Batting Co.	*
Longview Lime Corp.	*

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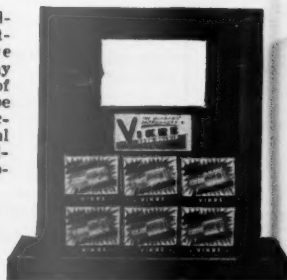
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Index of ADVERTISERS

M

Maple Flooring Mfrs. Assn.	81
Marquette Cement Mfg. Co.	2
Mengel Co., The (Plywood Div.)	15
Metal Trims, Inc.	71
Miami Window Corp.	Second Cover
Miracle Adhesives Corp.	*
Monarch Metal Weatherstrip Corp.	*

N

Nankes Aluminum Paint Co., Inc.	76
National Gypsum Company	*
Nova Sales Co.	1
Nu-Wall Mfg. Co.	70

O

Oconee Clay Prod. Co.	45
One-der Frame Corp.	58

P

Paine Lumber Co., Ltd.	*
Peaslee-Gaulbert Paint & Varnish Co.	10
Perma Products Co.	17
Plastergon Wallboard Co.	*
Precision Parts Corp.	66
Prestile Mfg. Co.	8
Protective Papers, Inc.	82
Pullman Mfg. Corp.	77

R

Red Cedar Shingle Bureau	57
Reed Unit Fans, Inc.	73
Reynolds Metal Company The	*
Rosch & Musser Co.	55
Ross Carrier Co., The	51
R. O. W. Distributors	47
Ruberoid Company	*

S

Siskrafft Co.	80
Southern Metal Products Corp.	*
Southern States Iron Roofing Co.	16, 17 and 18
Southport Paint Co.	59
Stanley Works, The	11
Stewart (Electric) S. J.	68
Superior Wall Prod. Co.	65

T

Tennessee Fabricating Co.	*
Tennessee Products & Chemical Co.	19
Texas Co., The	*
Trade-Wind Motorfans, Inc.	56
Trinity Div., General Portland Cement Co.	75
Tru-Stone Company	78
Turpentine & Rosin Factors, Inc.	60
Tylac Co.	*

U

U. S. Plywood Corp. (Industrial Adhesives Div.)	*
U. S. Plywood Corp.	9
United States Treasury	*
Upson Co.	*

V

Vento Steel Prod. Corp.	52
Vikre Co., Inc., J. N.	83
Vital Products	13

W

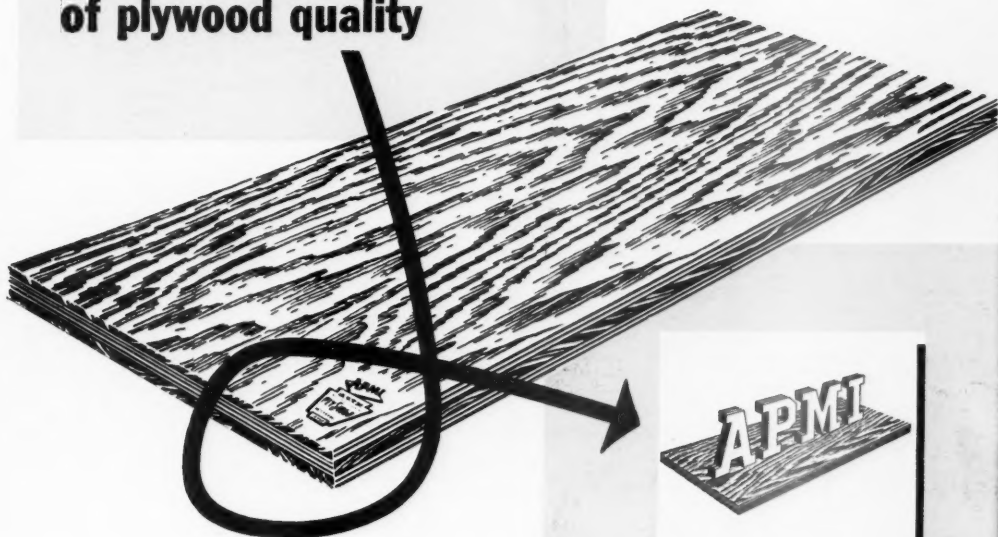
Wel-Bilt Prod. Co.	80
Wickwire Bros., Inc.	*
Wood Conversion Company	*
Wood Window Program	*
Wood Lumber Co., W. J.	72

Z

Zonolite Co.	63
--------------	----

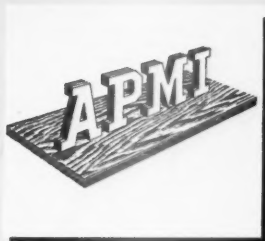
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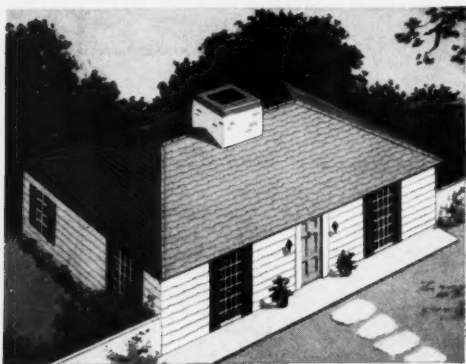
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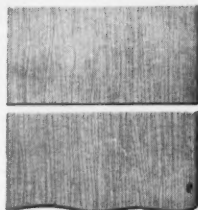
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